NOVEMBER 3, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WHO

proudly acknowledges its selection for

THE BILLBOARD

NETWORK AFFILIATE, CLEAR CHANNEL

PUBLIC SERVICE AWARD

To quote The Billboard's news story,

"In the category of public service, top honors went to WHO, Des Moines, for the spectacular job it did in promoting the fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, which drew 50,000 farmers to the one-day event and gained national notice."

WHO

DES MOINES . . 50,000 WATTS

B. J. Palmer, President • P. A. Loyet, Resident Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY • KSL, SALT LAKE CITY • KOA, DENVER AND WHK, CLEVELAND, AFFILIATED IN MANAGEMENT • KGO, SAN FRANCISCO • KVOO, TULSA • KPRC, HOUSTON

This is the

PAUL KUNDE Family

of Stevensville, Michigan

The Kunde family in their pleasant home . . . Robert, 28, at left, mother and dad. Three other children are married and in homes of their own.

MR. and Mrs. Paul Kunde are Michigan fruit growers, living and working today in the very neighborhood where they grew up. Their 20 acres of strawberries, raspberries, grapes and tomatoes provide a good living. Their farm near Stevensville, Michigan, is valued at ten to twelve thousand dollars. The Kundes are old-fashioned in a likable way—they keep a cow just so they can have home-churned butter and Mrs. Kunde bakes all her own bread.

Three of the four Kunde children are married and in homes of their own. Robert, 28, lives at home, works in a factory in nearby St. Joseph, helps with the chores and deeply enjoys his mother's cooking. He was in the Army Air Forces during the war and is now a member of an amateur printers' club.

Mr. Kunde says, "There's no other radio station – just WLS." The family remembers hearing many of the present-day stars when they were beginning their careers at WLS.

Broadcast service to a family like the Kundes requires, first of all, *accurate* knowledge of their needs. As with many of our Michigan and Northern Indiana listeners, their living depends wholly on fruits and vegetables. "Your storm and frost warnings have saved us many a valued crop," the Kundes tell us. Their daily listening must is Al Tiffany's "FarmWorld Today," because it includes fruit and vegetable markets, along with weather and other farm-needed facts.

For 23 years, WLS microphones have focused on homes and families like this one. We have learned to know their needs and wants, through a million letters a year and thousands of personal contacts. Thus we are able to give them the entertainment and service *they want*. That's why they say, "There's no other radio station—just WLS." That's why we get sound advertising results.

Robert gets out his own little paper . . . he's reporter, editor, typesetter and pressman.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas

Available *NOW!*

A top Co-op to reach each segment of audience in New England

★ COMEDY

"Meet me at Parky's"

SUNDAYS 9:00-9:30 PM

★ NEWS

Cedric Foster

MONDAY thru FRIDAY 1:45-2:00 PM

★ SERVICE

"Doctor's Orders"

SUNDAYS 1:15-1:30 PM

★ FAMILY

"The Answer Man"

MONDAY thru SATURDAY 6:30-6:45 PM

Ask Your Petry Man for the Plan

Acceptance is THE YANKEE NETWORK *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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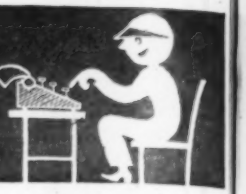
BROADCASTING... at deadline



Closed Circuit

LONG-SECRET FCC economic survey of radio industry [CLOSED CIRCUIT, June 2, Aug. 25] due for unveiling Tuesday. Indication of FCC's idea of its importance (and importance of its getting good industry reception) is seen in fact that advance copies were circulated Friday and "press seminar" will be held today (Monday) to launch it. First of its kind, survey takes look at economics of radio field with eye to evaluating new outlets' chances of survival. Theme was hinted by former FCC Chairman Denny at NAB Convention when he admonished new applicants to make "realistic reappraisal of the situation in the light of all the available facts."

POPULARLY tagged "Orange Book" by FCC personnel, economic survey is making debut in quite differently colored cover. Since formidably labeled "Public Service Responsibility of Broadcast Licensees" was quickly converted into "Blue Book," at least some FCC officials urged care, caution and foresight in picking color for latest essay. But it came out lemon anyway.

CAREFULLY AND QUIETLY, CIO has made its entry into music field, anticipating it might capitalize on Petrillo's errors. Independent union, with CIO blessing, is under way in Wisconsin, fully chartered and otherwise poised to spread-eagle at propitious moment.

WITH TOP LEVEL reorganization at NBC climaxed by recent appointment of ex-FCC Chairman Charles R. Denny as vice president and general counsel, Frank E. Mullen, executive vice president, is devoting his primary energies to development of NBC's television network plans. Administrative vice presidents and other top department heads still report to Mr. Mullen but day-to-day regular network operations have been appropriately reassigned to clear decks for full speed ahead on TV.

STARTING TODAY (Nov. 3), CBS Hollywood will undertake six weeks of program analysis utilizing networks "Big Annie" and "Little Annie" research units. Under direction of Dr. Tore Hallonquist, head of program analysis division, assisted by Dr. Martin Kaplan, tests will utilize cross section pool of approximately 6,000 Los Angeles area listeners. Frank Stanton, network president, will arrive in Hollywood Nov. 18 to oversee tests which aim to gather data covering 50 to 60 network programs.

WAR ASSETS ADMINISTRATION, Washington, through Kudner Adv., New York, looking for availabilities for one-minute spot campaign in New York, New Jersey and Long Island area. Campaign will start latter part of November for 13 weeks.

WITH INADEQUATE facilities to accommodate delegates and guests, San Francisco

(Continued on page 94)

Upcoming

Nov. 3: NAB Board Code Review Committee, NAB Hdqrs., Washington.

Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Nov. 5: Industry Music Committee, NAB Hdqrs., Washington.

Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

(Other Upcomings on page 87)

Bulletin

FORD Dealers Assns., Dearborn, Mich., representing 33 groups of Ford dealers, Jan. 4 takes over sponsorship Fred Allen's NBC broadcasts, Sun., 8:30-9 p.m., from Standard Brands, whose sponsorship concludes Dec. 28. J. Walter Thompson Co., is agency for both.

ARTHUR SIMON, WLIB New York general manager, named general manager and vice president of WKBW Buffalo by Dr. Clinton H. Churchill, WKBW president. Mr. Simon to remain temporarily at WLIB (see FCC WKBW transfer approval page 94).

KWHK SOLD FOR $120,000

KWHK Hutchinson, Kans. (1190 kc. 1 kw, day) reported sold by James E. Murray to Manager Verne Minor, Engineer Kenneth McCrum, and four local businessmen for $120,000, subject to FCC approval. Businessmen are R. L. Evans, C. L. Burt, Frank Fee, and John Rickard. Application to be filed with FCC shortly. Transaction handled by Blackburn-Hamilton Co.

Business Briefly

WELGRUME TEST ● Parker Bros., New York (Welgrume sportswear) through Emil Mogul Co., New York, testing open-end Ted Husing recordings in New York area for later use by retailers in other sections. Agency, Emil Mogul Co., New York.

FRUIT SPOTS ● Fruit Industries placing spots on WING Dayton, WIZE Springfield and WFMJ Youngstown, renews on KUTA Salt Lake City. Agency, Schoenfeld, Huber & Green, Chicago.

SANKA SHIFT ● General Foods (Sanka) Jan. 2 replaces *The Thin Man* on CBS Fri. 8:30-55 p. m. with *Danny Thomas Show*, originating in Hollywood. Agency, Young & Rubicam, New York.

AIRLINE NAMES ● TWA, New York appoints BBDO, New York, effective Dec. 1. Agency planning to increase announcements and station breaks after Dec. 1 in cities TWA serves.

TUBE OUTPUT RISES

SEPTEMBER output of receiver tubes by Radio Manufacturers Assn. members totaled 16,385,547, up 1,836,996 from August. September output consisted of 10,904,827 tubes for new sets, 3,538,737 for replacement, 1,828,742 for export, 113,241 for government agencies. Nine-month total output is 145,540,732 tubes.

MARK WOODS, ABC president, Friday denied charges in suit by Gordon Brown, WSAY Rochester, against four networks (early story page 20). Suit alleges major networks fixed station rates in restraint of trade.

Clear Channel Argument Slated Jan. 19

ORAL ARGUMENT on FCC's long-drawn clear-channel case will be held before Commission *en banc* on Jan. 19, Comr. Rosel H. Hyde announced late Friday when final testimony in proceeding was completed. Briefs by participants must be submitted by Jan. 5.

Pushed by demand for decision on use of channels and power in time to formulate final U. S. proposals for NARBA by May 1, Mr. Hyde said Jan. 19 was latest possible date for hearing final summations. But he gave assurance that FCC would be "extremely liberal" in allotment of time for summations.

Louis G. Caldwell, counsel for clear-channel group, precipitated dispute by asking that CCBS Engineering Director John H. DeWitt Jr., president of WSM Nashville, be permitted to give engineering phases of CCBS summation. Paul D. P. Spearman, counsel for Regional Broadcasters Committee, and Andrew G. Haley, for ABC, objected. Mr. Haley later withdrew protest. Comr. Hyde said he would take question under advisement when formally presented.

No ruling yet on CBS petition to permit consideration of its previously presented FM network plan and other FM data. Grant of this request, filed with full Commission, presumably would reopen case so others might offer FM evidence.

Announcement of dates for briefs and argument followed presentation of CCBS rebuttal testimony by Victor A. Sholis, director of CCBS and also of WHAS Louisville. Cross-examination was brief. Earlier, lineup of Friday nontechnical witnesses was expanded to include John Carson, director of Washington office of League of National Cooperative Assns. who urged radio be kept free for educational purposes; and Donald Heise, Iowa assistant attorney general, and Russell Thackrey, executive secretary of Assn. of Land-Grant Colleges and Universities, who joined in National Assn. of Educational Broadcasters plea against higher power and for nighttime operation by daytime educational stations. Marvin E. Grover substituted for Robert Coleman as WKAR East Lansing witness. (Earlier story page 18)

PORTRAIT OF A MARKET

It's the people who make a market. . . . You can't meet all 600,000 of them in the Nashville market area, but we'll introduce you to a typical one you'd like to sell. She's married and has two children who wear lots of clothes and eat too much (she says). . . . She spends the bulk of the family income (over $356,000,000 in retail sales a year) and she buys by brand. . . . Why not tell her about yours with a sales-building message — at reasonable cost — via WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN • MUTUAL

5,000 W.
980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

"WSIX gives you all three: Market, Coverage, Economy"

WFBM is

Consistently HOOPERATED TOPS

Count on *consistency* with WFBM. 'Round-the-clock—the year around—WFBM delivers the lion's share of the listening audience. WFBM is *consistently* Hooperated tops!

WFBM is

Consistently FIRST in Indianapolis

Ten in a row! Yes—the Hooper Station Listening Index for each of *ten consecutive* months rates WFBM *first* in Indianapolis in over-all listening audience. And—the last *five consecutive* reports show WFBM leading the next-highest-rated Indianapolis station by 20% or more! WFBM is *consistently* Hooperated tops!

WFBM is

Consistently TOP TEN (CBS) Nationally

WFBM's record nationally is not to be sneezed at either. WFBM's Hooper index—morning, afternoon, and evening—is *consistently* rating among the *top ten* CBS stations throughout the country! WFBM is *consistently* Hooperated tops!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

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• Reg. U. S. Pat. Office

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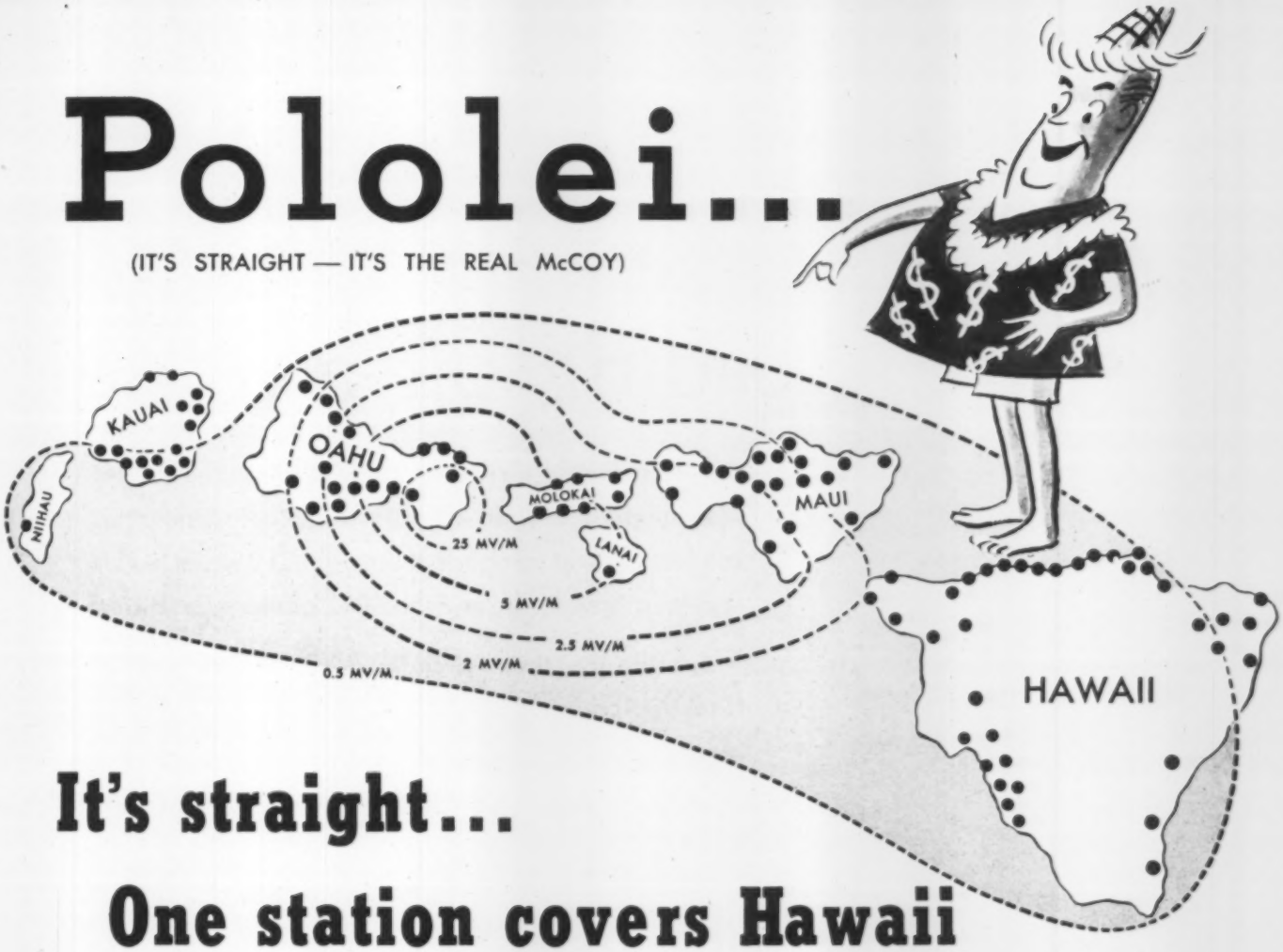
Pololei...

(IT'S STRAIGHT — IT'S THE REAL McCOY)



It's straight...

One station covers Hawaii

...The New West of America

Frequency plus power makes a millivolt map. Combine mail response with the millivolt map and you have a *positive* guide to coverage. In a recent mail offer KULA received listener response from every United States Post Office in the Territory of Hawaii—all 97 of them. Too, over 50% of the entire population of Hawaii is in KULA's 25 millivolt area—93% within our .05 millivolt measurement line. That's *primary* coverage.

IT'S STRAIGHT . . . When you buy KULA you buy complete *one station coverage* of all Hawaii, one of America's richest markets! Top-notch local programming *plus* such great ABC shows as Walter Winchell . . . Theatre Guild on the Air . . . Vox Pop . . . Jack Parr . . . Bing Crosby . . . Tom Breneman . . . Breakfast Club . . . America's Town Meeting . . . has made KULA "Hawaii's listening habit." KULA is the *clear channel . . . full time* way to record sales in the Hawaiian market!

KULA

HAWAII'S MOST POWERFUL BROADCASTING STATION

10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

It's as *simple* as reading off a log—

The network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they've claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- **We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).**
- **We sold more Multiple Sponsored programs (126% more) to more National Advertisers (113% more) using more time (119% more).**
- **We sold, altogether, 79% more programs to 75% more National advertisers for a total of 94% more total program time.**

WE believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests—*all* of them.

In short, we will continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to national advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move merchandise most effectively.

●

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

TO REACH THIS RICH MARKET ECONOMICALLY- BUY

WRAW

READING, PA.

(Established 1922)

"A Steinman Station"

Represented by

RADIO ADVERTISING COMPANY

New York • Los Angeles
Chicago • San Francisco

NBC AFFILIATE

Feature of the Week

INTRASTORE television makes shopping easier, influences purchasing and increases the desire of viewers to become owners of home video sets, according to preliminary findings of a New York U. survey made in connection with the RCA Victor-Allied Stores television caravan.

Traveling 14,500 miles in its recently completed 22-week tour, the caravan gave 235 full shows, averaging an hour and a half in length. Opening May 20 in Reading, Pa., it toured the East, Midwest, South and West, returning to Akron for its final performances.

A preliminary report of the N.Y.U. research specialist who spent 14 weeks with the caravan reveals that of 4,785 persons asked how they felt about television after seeing the intrastore demonstrations, 4,132 expressed the desire to own sets when video program service becomes available in their cities. Only 653 stated they did not want video receivers. Two out of three of those interviewed said they had not previously seen television.

Queried about the effect of the video demonstrations on their shopping, 3,683 persons reported that the pictured images had made their shopping easier, with 810 reporting that the television had not helped them to shop. Of 2,048 persons who said they had gone to the store with plans for buying specific articles, 1,783 made purchases, 1,304 buying in accordance with their earlier intentions. But 479, more than a quarter of all who bought anything, said that they had changed their plans and purchased the products they saw demonstrated by television.

Westinghouse Electric Corp., Comprehensive Fabrics, Sherwin-Williams Co., Hickok Mfg. Co., U. S. Rubber Co., B. V. D. Corp., Hoover Co., National Pressure Cooker Co., and *Charm*, *Pic* and *House Beautiful* magazines were co-sponsors of the tour with their products featured in the video demonstrations.

"We believe the television caravan has been a great success both educationally and from a traffic standpoint," Russell A. Brown, Allied vice president, commented. "Our co-sponsors felt as we did that not only did we further the cause of television in many ways but we learned a number of valuable pointers ourselves which will assist us to use and evaluate this new medium more effectively in the days to come."

Sellers of Sales

COMBINING profits and prophecy is an old job with handsome, prematurely gray Sally Mansfield, media director for Ridgway, Ferry & Yocum, New York. In a wartime contest conducted by *Pathfinder Magazine* Miss Mansfield walked off with a $500 war bond by predicting far in advance the exact date on which the European war would end.

And Miss Mansfield has since carried through admirably with the prophecy profit motif in her astute time purchases on the Regent Cigarette account which she handles.

SALLY

The preparation for this career as female Nostradamus began as might be expected, with a degree in mathematics from New York U. In achieving her degree, Miss Mansfield also found time to negotiate her marriage.

Wife and mathematician, she then set out also to become a lawyer, but she was halted, as she says, "by the multiplication tables" when her son was born, whereupon she took up instead the career of mother.

She remained at home for two years in that capacity, after which she took on several score more children as an instructor in mathematics at a New Jersey high school.

Apparently still eager to learn, she left that post to find out what it is that Philip Morris smokers know, joining the advertising department of that cigarette firm in 1934 as assistant and secretary to William C. Foley, vice president in charge of advertising.

By 1942 she ostensibly had the answer, for she left then to serve as space buyer with the Compton Agency.

Three years later she joined the firm of Wildrick-Miller as media director, leading finally to her present position with the newly-formed Ridgway, Ferry & Yocum.

Paralleling Miss Mansfield's interest in advertising has been her enthusiasm for politics, and in 1940 she attended the Republican Convention in Philadelphia as a national delegate—one of 32—representing the state of New Jersey.

Miss Mansfield currently lives with her son and mother in Weehawken, N. J.

NBC for the GREENVILLE SPARTANBURG ANDERSON MARKET

REACHING 92,588 RADIO HOMES

IN 13 RICH COUNTIES

WITH RETAIL SALES $124,979,000

Represented by AVERY-KNODEL, INC.

WFBC

GREENVILLE SOUTH CAROLINA

NBC 5000 WATTS DAY or NIGHT

AMONG ST. LOUIS' OWN Traditions
The Mississippi
The mighty Mississippi, scene of dramatic steamboat races and showboats of another era, fabled by Mark Twain, and long regarded with affection, is, indeed, one of St. Louis' "own traditions."
AMONG ST. LOUIS' OWN Traditions
Municipal Opera
Every evening during the summer months more than 10,000 people hear St. Louis' "Muny" Opera in Forest Park. This beautiful theater under the stars has been the most pleasant wonder of the theatrical world for 28 years. Over 12 million people from all over the world have enjoyed "Rose Marie," "Show Boat" and all the famous operettas on the world's largest outdoor stage.
KWK plays the "melody of millions" in this rich trading area. A blend of music and drama, news and human interest is keyed to the interests of a vast and enthusiastic audience. Alert advertisers find that KWK is tuned to the beat of a responsive public it understands so well.
St. Louis' Own and St. Louis Owned
KWK
MUTUAL
HOTEL CHASE, ST. LOUIS
PAUL H. RAYMER CO., Representative

Yes

ST. LOUIS HAS MANY FINE

Traditions....

St. Louis, gateway to the west, has accumulated a host of splendid traditions to which each generation, each century of community life has made some contribution to enrich the pages of the city's history.

KWK is proud that since its founding, a new generation has grown to maturity and these young men and women are looking now, as their mothers and fathers looked before them, to KWK for the best in radio programs. That, too, is becoming traditional in St. Louis.

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

One of the most
sales vehicles

"THE HOUSEWIVES' PROTECTIVE LEAGUE"
UNDER THE DIRECTION OF FLETCHER WILEY

Now, seven stations . . . delivering seven of the country's biggest markets . . . will carry The Housewives' Protective League programs as live talent local originations:

Los Angeles:	50,000-watt KNX (where the HPL, with Burritt Wheeler, is in its *fourteenth* consecutive successful year!)
Chicago:	50,000-watt WBBM (where the HPL, with Paul Gibson, is in its *fifth* consecutive successful year!)
St. Louis:	50,000-watt KMOX (where the HPL, with Lee Adams, is in its *fourth* consecutive successful year!)
San Francisco:	5,000-watt KQW (where the HPL, with Lewis Martin, started October 13)
New York:	50,000-watt WCBS (where the HPL, with Galen Drake, starts within a few weeks)
Washington, D. C.:	50,000-watt WTOP (where the HPL starts January 1, 1948)
Minneapolis-St. Paul:	50,000-watt WCCO (where the HPL starts January 1, 1948)
Other major markets:	To be announced during 1948

stsuccessful
esin all Radio...

E" PRODUCTIONS
EY...NOW A DIVISION OF CBS

The 83 national spot advertisers listed on the right sponsored The Housewives' Protective League programs during the past twelve months, over CBS stations in Chicago, Los Angeles, and St. Louis. They are 83 of the nation's shrewdest advertisers...each testifying...*in hard dollars and sense*... that The Housewives' Protective League productions are among the most sales-effective programs in all radio.

For more information about The Housewives' Protective League productions, get directly in touch with any of the seven stations carrying the programs, their national spot representatives, or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

a division of CBS, Columbia Square, Hollywood

American Packing Co. (Sunrise Meats)
Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
Beatrice Foods Co. (Meadow Gold Butter and other products)
Beltone Hearing Aid Co. (Hearing Aid)
Birds Eye Snider Inc. (Birds Eye Frozen Foods and Snider's Catsup)
Book-of-the-Month Club
Blue Moon Foods, Inc. (Cheese)
Borden Products Co. (Citrus Juices)
E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
Cadillac Publishing Co. (Complete Home Decorator—book)
California Almond Growers Exchange (Diamond Almonds)
California Fig Institute (California Figs)
California Prune and Apricot Growers' Ass'n (Sunsweet Prunes)
California Spray Chemical Corporation (Insecticides)
California Walnut Growers' Association (Diamond Brand Walnuts)
Clean Home Products Inc. (Apex Insecticides)
Comfort Mfg. Co. (Craig-Martin Toothpaste)
Commander-Larabee Milling Co. (Airy Fairy Cake Mix)
Consolidated Dairy Products Co. (Darigold Cheese)
G. N. Coughlan Co. (Chimney Sweep)
Curtis Publishing Co. (Holiday)
D'Arrigo Bros. Company (Andy Boy Broccoli)
L. DeMartini Co. Inc. (Roasted and Salted Mixed Nuts)
Doubleday and Co. Inc. (Book League of America)
August E. Drucker Co. (Revelation Tooth Powder)
Durex Blade Co. Inc. (Durex Razor Blades)
Ekco Products Co. (Ekco Pressure Cooker)
Electric Household Utilities Corp. (Thor Washing Machines)
Frito Company (Fritos)
General Foods Corporation (La France)
General Petroleum Corporation of California (Tavern Waxes)
Golden State Co. Ltd. (Golden-V Vitamin Milk)
B. F. Goodrich Co. (Tractor Tires)
Hills Brothers Co. (Dromedary Gingerbread)
Hubinger Co. (Quick Elastic Starch)
Inland Rubber Corporation (Tires)
Juice Industries Inc. (Sunfilled Whole Orange Juice)
Kerr Glass Manufacturing Corporation (Canning Supplies)
Kretschmer Co. (Happy Harvest Wheat Germ)
Lan-O-Sheen Inc. (Cleaner)
Lindsay Ripe Olive Co. Inc. (Olives)
Lite Soap Co. (Lite Cleanser)
London Specialties Co. (Attachment Button Holes)
Los Angeles Soap Co. (Merrill's Rich Suds)
Maggi Co. Inc. (Maggi Bouillon Cubes)
Manhattan Soap Co., Inc. (Blu-White)
Marlin Firearms Co. (Marlin Razor Blades)
Michigan Chemical Corp. (Pestmaster Products)
Michigan Mushroom Co. (Dawn Fresh Mushroom Products)
Mickleberry Food Products (Mickleberry Meat Products)
Louis Milani Foods Inc. (1890 French Dressing)
Nash-Underwood Co. (Donald Duck Peanut Butter)
National Biscuit Co. (Shredded Wheat)
National Carbon Co. Inc. (Krene)
O'Brien's of California Inc. (Candy)
Omnibook Inc. (Magazine)
Orr Felt and Blanket Co. (Orr Blankets)
Park and Tilford (Tintex)
Payne Furnace Co. (Furnace Sales and Service)
Peer Food Products Co. (Peer Brand Pie Dough)
Perfex Co. (Perfex All-Purpose Cleaner)
Perk Foods Co. (Perk Dog Food)
Pomona Products Co. (New West Raw Apple Juice)
Poultry Tribune (Magazine)
Radbill Oil Co. (Renuzit)
Rand, McNally and Co. (Institutional)
Samuel Goldwyn Productions Inc.
Schulze and Burch Biscuit Co. (Biscuits)
Shotwell Mfg. Co. (Hi Mac Candy Bars)
Sioux Honey Ass'n (Clover Maid honey)
Smith Bulbs (Tulip Bulbs)
Soil-Off Manufacturing Co. (Soil-Off)
Southern California Citrus Foods (Real Gold Lemon, Orange Base)
Special Foods Co. (Jays Potato Chips)
A. E. Staley Mfg. Co. (Cream Corn Starch, Sta-Flo Liquid Starch)
Standard Brands Inc. (Royal Puddings)
Stewart and Ashby Coffee Co. (Coffee)
Sweets Co. of America (Tootsie Fudge Mix)
F. G. Vogt and Sons, Inc. (Philadelphia Scrapple)
Wander Company (Ovaltine)
Ward Baking Co. (Tip Top Bread)
Washington Cooperative Farmers Ass'n
Western Stationery Co. (Ball Point Pens)

how would you like a 15.0 "WHOOPEE" in MINNEAPOLIS-ST. PAUL?

● Here's a beautiful example of the way in which national-spot not only permits but almost *screams* for you to capitalize on local and regional program preferences.

For over 12 years, WTCN, Minneapolis-St. Paul, has featured "Whoopee John"—a Scandinavian folk-song artist whose hundreds of personal appearances always draw capacity houses, and whose Hooperatings run from 8.0 all the way up to 15.0. . . . John is a top favorite in the Twin Cities area because *both* he and WTCN have something special for that particular area.

It's the same way with every one of the other stations F&P represent, in *their* areas. That's what we call "Bull's-Eye Radio" (vs. scatter-gun radio). Want some of it?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 18 WASHINGTON, D. C., NOVEMBER 3, 1947 $7.00 A YEAR—20c A COPY

President Ready to Appoint Wayne Coy

Nomination Slated For January 6 Session

By SOL TAISHOFF

(See *Wayne Coy "Our Respects To" on page 52.*)

AMID SIGNS of a first-rate political fight along strict party lines, President Truman is prepared to name Wayne Coy, radio director of the *Washington Post* stations (WINX and WINX-FM), to the chairmanship of the FCC when Congress convenes in regular session next Jan. 6.

While no formal word was forthcoming from the White House and while Mr. Coy maintained official silence, it was ascertained last week that the former administrative assistant to President Roosevelt, can be the successor to Chairman Charles R. Denny if he desires, and it is presumed that he will accept appointment.

All thought of a recess appointment now has been abandoned, in view of the special session called by the President for Nov. 17 to consider the Marshall Plan for aid to Europe and the price problem. It is now regarded as probable that no vacancies will be filled in Government agencies until the regular session, since the President does not desire to encumber the special session with partisan or political questions.

Vice Chairman Paul A. Walker, it is expected, will remain as Acting Chairman until Congress confirms the new appointee at the regular session. Thus, the Commission will function with less than its full strength until that time. At least two Commissioners—Jett and Webster—leave at the end of the year for European communications conferences.

No Formal Expression

Even though there had been no formal White House expression, the GOP unlimbered its big guns in what was seen as the first major political battle of the upcoming campaign year in criticising by inference the prospective Coy appointment. Without mentioning Mr. Coy by name, Carroll Reece, chairman of the Republican National Committee, last Thursday issued a 300-word statement expressing dissatisfaction with the appointment of a man who answered the Coy description. This was promptly interpreted as the harbinger of a fight against confirmation by the Senate when the nomination is submitted.

In some quarters it was indicated that all was not too serene in the Democratic party itself. Until formal announcement of the nomination is made, it was pointed out in these quarters, the Coy designation cannot be taken for granted.

Support persisted for appointment of J. Leonard Reinsch, managing director of the Cox radio stations and radio adviser to the President, as a broadcaster who has had 20 years' experience as against four for Mr. Coy. Mr. Reinsch, however, also maintained official silence and has never announced his candidacy.

President Truman has selected Mr. Coy from a field which included Mr. Reinsch, former Sen. D. Worth Clark of Idaho, Brig. Gen. Telford Taylor, chief prosecutor at the Nuremberg Nazi war trials, and former Sen. James Mead of New York.

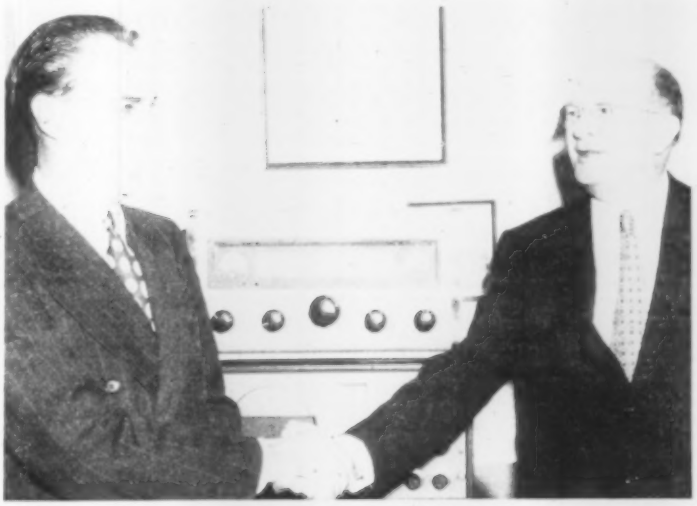
Originally, it was the President's intention to announce the Coy appointment promptly, to end all speculation and pressures. But, it is understood, Mr. Coy preferred to await convening of the regular session so that a nomination could be made.

Both Messrs. Coy and Reinsch have been recipients of calls and communications supporting them for the key FCC post. But neither was disposed to make any public pronouncement. Mr. Reinsch, who served as the Truman radio adviser beginning with the vice presidential campaigning days, has been at loggerheads with certain members of the White House secretariat for some time but, so far as is known, this has not affected his relationship with the Administration.

As an experienced Federal administrator, an able newspaperman, and since 1944 an independent broadcaster, Mr. Coy won spontaneous support in many quarters after his name first was mentioned [BROADCASTING, Oct. 13].

Mr. Reece pulled no punches in

(*Continued on page 82*)



GOOD WISHES are exchanged by Charles R. Denny (l) and Paul A. Walker, as Mr. Denny winds up his duties as FCC chairman and Mr. Walker takes over as acting chairman. Mr. Denny resigned effective Oct. 31 to become vice president and general counsel of NBC, but terminated his FCC duties after the Oct. 23 session.

Television Swings Both Conventions

Democrats Follow Lead Of Republicans, Pick Philadelphia

By JOE SITRICK

TELEVISION proved to be the deciding factor for Philadelphia last week as the Democratic National Committee echoed the earlier Republican decision and selected the Quaker City for its convention site in 1948.

Until the vote was taken on Wednesday the choice was between Philadelphia and San Francisco. A delegation of some 100 businessmen and civic officials had come to Washington to present Philadelphia's case, and of these, a representative few were selected to address the meeting. One of these was Roger W. Clipp, general manager of WFIL and WFIL-TV.

After the Philadelphians had presented their brief, Mrs. Edward H. Heller, Democratic National Committeewoman from California, took the stand. She told the delegates that although San Francisco could match the hotel accommodations and the financial outlay, she was reluctantly withdrawing the bid because of (1) the West Coast had no television and (2) the extra travel involved for Eastern delegates and members of Congress.

Using impressive facts and figures about the coverage video would give, Mr. Clipp convinced the Democrats, as he had the Republicans [BROADCASTING, Oct. 27], of its tremendous importance. "Television is no longer the experimental toy of the experts," Mr. Clipp stated. "It is a vast and powerful medium of expression." "You can't afford to do without its tremendous influence," he cautioned the delegates. "You need the imerage provides."

Pointing out that no accurate estimate could be made now of the number of people who may watch the convention proceedings, Mr. Clipp said, however, that he could

(*Continued on page 84*)

NATIONAL NETWORK HOOPERS

EVENING OCTOBER 15-21, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
Bob Hope	128	Pepsodent Div. Lever Bros.	Foote, Cone & Belding	23.2	24.4	—1.2	3
Fred Allen	143	Standard Brands	J. Walter Thompson	23.2	23.9	—0.7	5
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	22.9	26.8	—3.9	1
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	22.1	24.6	—2.5	2
Radio Theatre	150	Lever Bros.	J. Walter Thompson	22.0	22.5	—0.5	8
Walter Winchell *	217	Andrew Jergens	Robert W. Orr & Assoc.	20.3	23.8	—3.5	6
Jack Benny *	160	American Tobacco	Foote, Cone & Belding	20.0	22.0	—2.0	9
Music Hall	139	Kraft Foods	J. Walter Thompson	19.6	12.1	+7.5	36
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	19.6	18.3	+1.3	13
Red Skelton (CH)	159	B & W Tobacco	Russel M. Seeds	19.4	23.3	—3.9	7
Bandwagon	158	F. W. Fitch	L. W. Ramsey	18.0	19.6	—1.6	10
Mr. District Attorney	133	Bristol-Myers	Doherty, Clifford & Shenfield	17.3	18.6	—1.3	11
Burns & Allen	143	General Foods	Benton & Bowles	15.9	13.6	+2.3	28
My Friend Irma	145	Lever Bros.	Young & Rubicam	15.9	13.6	+2.3	28
Truth or Consequences	136	Procter & Gamble	Compton Adv.	15.2	13.4	+1.8	29

* Includes first and second broadcasts
(CH) Computed Hooperating

NBC CENTRAL DIVISION ALTERS SALES SET-UP

A DIVISION between national and spot sales at NBC Central Division in Chicago was confirmed Oct. 30 by I. E. Showerman, vice president and general manager of the division, with the announcement that sales departments for NBC and for WMAQ would function separately.

Oliver Morton, national spot sales manager for the Central Division, will retain his overall supervision of both national and local spot sales. Net effect of the change is that salesmen under his direction will be assigned only to national or local accounts.

Two new positions have been made for each department, with one to be announced within two weeks, Mr. Showerman said. Robert Ewing, a member of the NBC sales staff for the past 15 years, has been appointed assistant manager in charge of national spot sales.

Appoint Kudner Adv.

BUICK Automotive Dealers Assn., Detroit, has appointed Kudner Adv. Agency, New York, to handle its advertising campaign which will include spot radio in the Detroit area. The spot announcement campaign on all Detroit stations is scheduled to start Nov. 15 for 13 weeks, approximately twice weekly on each station.

'Roosevelt' Spots

TOLA Productions, New York, soon will begin an intensive two weeks national campaign of daily spot announcements for *The Roosevelt Story*, to be released through United Artists. The campaign opens in Philadelphia within two weeks. Agency is Weiss and Geller. Account executive is Joseph Curtis.

Dolcin, Big Radio User, Adding 35 U. S. Stations

DOLCIN CORP., New York (Dolcin, a proprietary), whose radio advertising budget for 1947 amounts to approximately $900,000, has added 35 stations through the country, sponsoring spot announcements, co-operative shows and participating programs.

Firm also is planning to add 12 stations in Canada within the next four weeks. Advertising campaign is handled through St. Georges & Keyes, New York, until Dec. 31, when the Victor van der Linde Advertising Agency is to take over the account.

Revere Quits D&C

TOM REVERE, vice president and chairman of the plans board of Donahue & Coe Inc., New York, has resigned. His future plans were not announced nor has a replacement been named yet.

ROBINSON AND TERRY PROMOTED BY CROSLEY

ELECTION of William P. Robinson and Marshall N. Terry as vice presidents of the Crosley Broadcasting Corp. was announced last week by President James D. Shouse following a special meeting of the executive committee of the corporation's board of directors.

Mr. Robinson, a 20-year veteran of radio who has been with Crosley since 1938, becomes vice president in charge of programs for WLW Cincinnati. Mr. Terry, who joined WLW in 1944, will serve as vice president in charge of the station's promotional activities.

Appointment of Walter Callahan as assistant sales manager of WLW also was announced. Neil Smith, who has been acting assistant sales manager, will assume a new post shortly, according to Mr. Shouse. He did not reveal the nature of the post but said it was connected with the company's expansion program in Dayton, Columbus and Indianapolis.

Drawn for BROADCASTING by Sid Hix

"Pete's been panning dames instead of the game ever since we got that Zoomer lense!"

Listening Up in 3 Cities, Down in 1

Pulse September-October Survey Lists McCarthy Show at Top

RADIO LISTENING in New York, Boston and Philadelphia showed an increase during September and October, as compared with July and August, according to a survey made by The Pulse Inc. Chicago figures, however, indicated a slight decrease.

Comparative figures for average quarter-hour sets-in-use for the week studied showed New York Sept.-Oct. 23.4, July-Aug. 21.1; Boston Sept.-Oct. 22.6, July-Aug. 21.9; Philadelphia Sept.-Oct. 21.5, July-Aug. 20.1; Chicago Sept.-Oct. 21.6, July-Aug. 21.7.

Top evening shows during September and October were *Charlie McCarthy* 18.2, *Lux Radio Theatre* 18.1, *Mr. District Attorney* 16.5, Walter Winchell 13.8, *Suspense* 12.3, *Hit Parade* 11.8, *Inner Sanctum* 11.6, *Kraft Music Hall* 11.5, *Break the Bank* 11.0, and *Truth or Consequences* 10.8. The ten daytime favorites for the same period were *Breakfast Club* 6.8, *Rosemary* 6.4, Arthur Godfrey 6.1, *Helen Trent* 6.1, *Our Gal Sunday* 6.0, *Big Sister* 5.6, *Ma Perkins* 5.5, *Young Doctor Malone* 5.5, *Aunt Jenny* 5.5 and *My True Story* 5.4.

The survey showed the following Saturday and Sunday daytime shows as topping the list: *Quick as a Flash* 10.7, *Stars Over Hollywood* 6.3, *Theatre of Today* 6.1, *Grand Central Station* 5.9, *Counterspy* 5.3, *Let's Pretend* 5.3, *County Fair* 4.6, *One Man's Family* 4.5, *Adventurers Club* 4.3, *The Family Hour* 4.0, *Harvest of Stars* 4.0, and *Shaeffer Parade* 4.0.

Three Renew CBS Shows For Additional 52 Weeks

RENEWALS of three network programs for an additional 52 weeks were announced last week by CBS. Chesebrough Mfg. Co. Inc. renewed *Dr. Christian*, Wednesdays, 8:30-8:55 p.m., effective Oct. 22. Agency is McCann-Erickson Inc. Chesebrough has sponsored the show on CBS since November 1937.

Whitehall Pharmacal Co. renewed sponsorship of *Mr. Keen, Tracer of Lost Persons*, Thursdays, 8:30-8:55 p.m., effective Oct. 23. American Home Products Inc., Whitehall's parent company, has been a CBS advertiser since 1931. Agency is Dancer-Fitzgerald-Sample Inc.

P. Lorillard Co., a CBS client since 1929, renewed its *Old Gold Show*, broadcast Wednesdays, 9-9:30 p.m. Agency is Lennen & Mitchell Inc.

Citrus Campaign

FLORIDA Citrus Commission, Lakeland, Fla., through its agency Benton & Bowles, New York, is planning a small spot announcement campaign in Canada.

Anti-Code Group Taking Secret Poll

Mounting Criticism Heard as Final Action Nears

By J. FRANK BEATTY

SIGNS of industry rebellion against NAB's proposed code appeared last week when a "secret ballot" was hastily sent to stations by a "group of stations interested in maintaining free enterprise."

Mounting opposition was apparent as a special NAB board committee convened in Washington today (Nov. 3) to analyze post-convention reaction.

Industry criticism became so intense and so widespread last week that doubt began to develop whether the board of directors will be able to produce a set of standards suitable to all broadcasting segments during its Nov. 13-15 meeting.

Heading the group in charge of the secret ballot are Ralph Atlass, president and general manager of WIND Chicago and chief owner of WLOL Minneapolis, and Edward Breen, president and general manager of KVFD Fort Dodge, Iowa.

In a letter accompanying the ballot, they term the code "the most important question that the individual operator of any radio station has ever had to face." NAB will be informed of the collective result but individual votes will be known only to the accounting firm of Arthur Young & Co., Chicago.

The two ballot questions are:

Do you want to run your station as you think it should be run and accept the responsibility for its operation without the direction of a code and a code authority?

Do you think that the newspaper publishers—they enjoy governmental privileges in special postal rates, too—would voluntarily accept regulation and regimentation such as is suggested for our industry by the NAB?

In the accompanying letter, Messrs. Atlass and Breen ask return of the ballot by Nov. 6 so results will be ready in time for the NAB board meeting. On behalf a code, the letter says, "apparently conformance with the code is supposed to satisfy your public service requirements." Reference is made to the "Blue Book routine," and to government threats to issue more severe regulations if a code is not adopted.

Against a code are arguments based on a challenge of FCC's authority to issue such regulations, along with statements on the advantages of the American system of free radio. "A licensee has an individual responsibility to serve—it cannot be delegated to a code authority to be determined with a slide rule," the letter continues.

Charges that commercial limitations in the code are unworkable for a majority of stations were augmented last week by claims that it never should have been offered in the first place; that it was carelessly drafted without time for proper industry study; that a tight monopoly did the drafting job; that radio faces growing competition within itself and from other media, and therefore should work out means of increasing its efficiency to the advertiser rather than diminishing it; that the industry is committed to a code but at least should save face by producing a workable document.

Three more state associations joined the list of organized groups demanding changes in the standards—Assn. of Indiana Broadcasters, Mississippi Broadcasters Assn. and Kentucky Assn. of Broadcasters. (See separate stories, page 93.)

PRESIDENT'S LETTER ON RADIO WEEK

(See story page 85)

THE WHITE HOUSE
WASHINGTON

October 28, 1947

Dear Mr. Miller:

It has been called to my attention that the radio industry this week is celebrating its twenty-seventh anniversary. Please accept my heartiest congratulations. You know already how strongly I feel the importance of radio communication to the welfare of the nation and of the world.

In contrast with its use in totalitarian nations, radio in America has developed as a servant of the people rather than as a servant of the government.

This fact imposes upon American broadcasters the responsibility of striving always to improve and increase their contribution to better understanding among our citizens and among the nations of the world. I know that this responsibility will be met in a way that will reflect credit upon both the industry and the nation.

Very sincerely yours,

Harry Truman

Mr. Justin Miller,
President,
National Association of Broadcasters,
1771 N Street, N. W.,
Washington, D. C.

Advertiser-agency reaction to the proposed standards will be given NAB Friday at a meeting with ANA-AAAA spokesmen in New York. Representing NAB will be A. D. Willard Jr., executive vice president, and Harold Fair, Program Dept. director.

NAB executives point out that most of the suggestions for code changes cover a relatively small area of the document. They agree that changes likely will be necessary, but remind that the board planned such changes when it approved a "proposed" code.

Most active critics and suggesters have been the independents and smaller stations. Their ideas are being sifted by the board review committee in preparation for the board's mid-November meeting. Mr. Fair said the committee is not doing a "screening" job. Rather it is analyzing the code comments, which for the most part have been channeled through board members.

Presentation Varies

Though the comments follow several grooves, they vary widely in the manner of presentation. Murray Carpenter, president and general manager of WPOR Portland, Me., has made a calm, practical study of the code based on his station experience and his background as former radio media buyer of Compton Adv., one of the top broadcast agencies.

Mr. Carpenter, arguing that the code shouldn't have been drafted in the first place, wants it changed in many vital respects and he offers economic and operating facts to support the contentions.

Mr. Breen, one of the most vigorous code critics at Atlantic City, launched an attack against the standards. He sent to all stations a booklet on "the truth about what

(Continued on page 92)

Censorship Charge Leveled at FCC

WADC Brief Also Calls Application Denial 'Discriminatory'

CHARGES that FCC's denial of a WADC Akron application for 1220 kc with 50 kw was "part of an overall expansion into the field of program regulation" were leveled by WADC last week in a brief filed in U. S. Court of Appeals for the District of Columbia.

Detailing the contentions which the station outlined in its notice of appeal from the FCC decision [BROADCASTING, July 28], the brief flatly accused the Commission of censorship. It was filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC.

The brief asserted that the WADC case "is not an isolated instance" but that "there have, in fact, been a series of attempts on the part of the Commission and its predecessor regulatory authority to obtain detailed control of the program structure of the stations which are licensed."

Violation Claimed

It argued that, even if censorship were authorized by the Communications Act, the denial of WADC's application was "illegally discriminatory." FCC's simultaneous granting of the same facilities to WGAR Cleveland, the brief added, was in violation of the Commission's duopoly rule because of the resulting overlap with WJR Detroit, under common ownership with WGAR.

The case involved rival applications of WGAR and WADC for 1220 kc with 50 kw. WGAR won 1220 kc in a fight with WADC several years ago and, when it filed for 50 kw, was operating with 5 kw. WADC is on 1350 kw with 5 kw.

In its proposed decision on the 50-kw applications FCC held that WGAR should be preferred for a grant largely because of WADC's proposal to carry a predominantly network program schedule. In the final decision, however, the Commission refused to give the two applications comparative consideration, holding that WADC's should be denied irrespective of the existence of the other application. It then granted WGAR's.

In support of its contention that

(Continued on page 91)

Allied Industries May Join AFM Fracas

RMA Unofficially To Enter Fight On Thursday

MOVE to bring advertiser-agency and radio manufacturing groups into the NAB-sponsored Industry Music Committee may develop at the first meeting of the group, scheduled for noon Wednesday at NAB headquarters in Washington.

Though these two industries are not included in the composite committee organized to throw up a united defense against the all-radio music blitz planned by AFM President James C. Petrillo, they will quickly feel effects of a music strike should one occur.

Radio Manufacturers Assn. will enter the fight unofficially Thursday when the NAB-RMA Liaison Committee meets at NAB's offices. M. F. Balcom, RMA president; Ray C. Cosgrove, ex-president and board member, and Bond Geddes, executive vice president, are expected to attend the liaison session.

RMA to Fight

RMA swung a heavy blow against Mr. Petrillo, indicating it will not take his "pistol-point" tactics lying down. The set manufacturers stand to suffer heavily if demand for radio - phonograph combination sets declines.

While advertisers and agencies will not indicate their viewpoint openly, they are keenly interested since any increase in the cost of music will raise the cost of programming.

One network executive predicted that networks could anticipate greater support from clients if broadcasters show they are willing to put up a strong fight in the negotiations with the AFM leader. "I think they will realize now that they're paying the bills," he said.

Should the AFM demands prove unreasonable, as anticipated, advertisers and agencies will be faced with the choice of letting the industry fight its own battle or cooperating in the strategy.

The special committee named by recorders to participate in the NAB's Wednesday meeting met last week in what was officially termed a "round-table discussion" which lasted two hours. The recorders are attempting to form their own solid front despite divergent interests. Named to the recorder's committee last week was Walter Rivers, for Capital Records, completing the membership [BROADCASTING, Oct. 27].

The first meeting of the all-industry music committee will be exploratory, with spokesmen for each group outlining special problems and plans. A chairman will be named, along with subcommittees and possibly an executive committee which can meet frequently and on short notice.

Strategy-mapping is not on the agenda for the opening session, it was indicated, since specific steps against the union head will be taken as day-to-day events require.

Though Mr. Petrillo had announced at a news conference that he would not let his men record after Dec. 31, official notice was not sent to recorders until last week. All Hollywood record and transcription firms received contract termination notices effective Jan. 1, 1948. The notice said, "This contract will not be renewed because . . . members of AFM will no longer perform the services provided for in said contract."

Broadcasters were in the dark as to Mr. Petrillo's precise intentions in their direction. Although he has made menacing noises concerning the future of AFM-network relations after Jan. 31—the date of expiration of current contracts—he has not announced whether he will order action against broadcasting, or at least its AM operations, as abrupt as that action he has announced against recording.

Mr. Petrillo, it was recalled, informed network executives at a recent meeting in Chicago that he was determined to expand employment possibilities for musicians in radio. He is expected to present more detailed demands at a meeting with network executives—probably of the highest echelon—in New York in mid-November.

The effect of Mr. Petrillo's ban on transcribed network programs was also under consideration. One network, ABC, which carries the Bing Crosby show, reported it would seek a waiver on that and other transcribed programs.

An ABC spokesman said the network would appeal to the AFM on that subject whenever formal notice was received from the union concerning the recording ban.

ABC Argument

The argument ABC intends to use to bolster its appeal will be that its transcribed programs, unlike recordings, are used but once and therefore constitute no more than a single musical performance.

Clarification of Mr. Petrillo's intentions respecting the entire broadcasting and recording fields was not expected before his meeting with the networks.

In a step designed to persuade networks that they should provide for duplication of programs on FM outlets of affiliates when new music contracts are drawn, FM Assn. last Monday filed a petition asking FCC intervention in the problem.

The petition proposes that the FCC hold a public hearing, with the four networks taking part, on adoption of a proposed new rule. This rule would deny licenses to stations entering into agreements with networks to keep musical pro-

(Continued on page 85)

NO DISC—NO BING

But Crooner and Others Start on Backlog

BING CROSBY garnered top Hollywood headline in the current AFM scramble with news that he would retire from radio before resuming live broadcast. However, to forestall the immediate possibility of such an occurrence he has stepped up his recording sessions cutting twice weekly, Fridays and Sundays. With this being accomplished it is considered likely that an ample backlog can be created to round out the year although no official word has been received by the Crosby organization or Hutchins Advertising Agency, it is still felt that transcriptions of this type are not a target of AFM. Record companies are continuing to record with end of establishing backlog of master records for use in event of stoppage after Dec. 31.

Sharp Disputes Mark Clear Hearing

Power and Channel Uses Are Debated As End Nears

By RUFUS CRATER

SHARP and sometimes bitter disputes broke out last week as FCC's 2½-year-old clear-channel case reached its last stages with final presentations by the regional group, major networks, and clear-channel stations.

Major testimony of these principal participants was completed, although it appeared possible that weekend sessions for rebuttal testimony might be necessary to bring the long-drawn proceeding up to the point where only oral argument was left before the case would go to the Commission for decision.

End of the case, which started in February 1945, found the Clear Channel Broadcasting Service still advocating a plan to give all sections of the nation a choice of four network services by means of a proposal based on 750-kw operations for at least 20 clear-channel stations [BROADCASTING, Oct. 27].

The Regional Broadcasters Committee continued its contention that duplication of clear channels is the best means of providing coverage on a nation-wide basis.

CBS contended that available engineering information is not sufficient to justify advocation of power above 50 kw or any other reallocation or reassignment of frequency uses. NBC urged repeatedly that clear channels be kept intact but offered no recommendations with respect to immediate increases in power, although asserting that present power limitations should not be continued. NBC opposed both the CCBS 20-station plan and the regional group's suggestion for duplication. ABC insistently emphasized that NBC and CBS have a virtual monopoly on nighttime skywave service under the present alignment. MBS had no presentation.

FM Coverage Question

The question of evidence on FM coverage, excluded by a Commission ruling, was brought up again by a petition of CBS, which had offered a coverage plan based upon FM networks and a few high-powered AM stations, for reconsideration of the FM decision.

The CBS plan involving FM was characterized as "a red herring" by clear-channel representatives, who also contended that NBC opposed the CCBS "20-station" plan primarily because of the realignment of network affiliations which would be involved. ABC was accused of having "something to hide" because its clear-channel coverage maps were not based on engineering data prescribed for the hearing, and American counsel made a similar charge against CBS when it did not show the extent of CBS program duplications from Type F skywave service.

Both CBS and NBC based their presentations in direct testimony largely on issues relating to the duplication of clear-channel services and, particularly, duplications of their respective network services within given areas.

Comr. Rosel H. Hyde presided over the hearing. None of the other Commission members participated.

Legal counsel for the participants included Louis G. Caldwell for the Clear Channel Broadcasting Service; Paul D. P. Spearman for Regional Broadcasters Committee; Gustav B. Margraf for NBC; Julius Brauner for CBS; Andrew G. Haley for ABC; A. Harry Becker for FCC; Philip G. Loucks for WQXR New York; W. E. James for State of Alabama; Ernest L. Wilkinson for KSL Salt Lake City, which sought higher power, and Marcus Cohn for National Assn. of Educational Broadcasters, which opposed higher power and asked that educational stations be allowed to duplicate 1-A channels at night.

(Continued on page 90)

Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #6 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the flood-waters of competition is going to be . . . washed up.

We don't know how you're going to operate in other markets . . . but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

W-I-T-H belongs on any selective test. Is it on yours?

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

ARE YOU SWEET ON SUGAR HILL (Ky.)?

You may "love that town". It may be your Old Kentucky Home, and you may be jest a-yearnin' to savor some cawn pone and 'lasses, while you set and watch the bees a-buzzin' among the magnolias.

But business is business, and if you want to advertise your wares in Sugar Hill, don't ask WAVE to do it. Oh, they may hear us there (frankly, we don't know!). But as we see it, our job is to concentrate on the State's *greatest* market.

The people in the Louisville Trading Area spend more money than all the rest of the State put together, and WAVE *covers* 'em, at the lowest rates you can find. . . . You-all see what we mean, don't you, *honey?*

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

RWG Ratifies 6½-Year Pact With the Four Major Networks

THE NATIONAL membership of the Radio Writers Guild last week unanimously ratified a six-and-a-half year contract with the four major networks, dating from Nov. 15. The new pact marks the first time that ownership and control of scripts by freelance radio writers has been established, as far as the RWG is concerned, a guild spokesman said in New York.

Signing of the contract on Oct. 30 climaxed a series of negotiations between the Guild and the networks beginning last April 7, after the RWG approved a strike vote.

The new agreement covers five basic sections, the Guild said. These are authors' rights; air credits; abandonment of the "release form"; establishment of a "joint adjustment board" representing networks and writers, and minimum fees.

Most important of these, from the Guild's point of view, is the settlement of rights, thorniest issue in the lengthy negotiations. The contract defines and limits single use, incidental, re-use, subsidiary, and exclusive rights. For re-use of original script material the writer is guaranteed at least 50% of the minimum fee prescribed in the RWG contract. Subsidiary rights involve use of script material in other media, such as television, movies, magazines, etc. The author will have the final decision on disposal of such rights, and may exercise a veto over the firm's disposition of them. Incidental rights include the right of the firm to demand rewriting of script material, with careful limitations on the amount and nature of such rewriting.

Must Credit Author

Air credit to the author on all dramatic and comedy shows becomes mandatory under terms of the new pact. On shows, heard three times a week or more often, such credit is necessary only once each week.

The "release form," by which radio writers heretofore relinquished many of the rights outlined above, is superseded by the enunciation of these rights.

A "joint adjustment board" consisting of one representative from each network and four from the RWG is to be established with a dual purpose:

(A) To serve as a standing negotiating committee to negotiate any matters not covered in the present contract; agreement in such cases must be unanimous, and (B) to act as a "super-grievance and arbitration committee"; in such cases a majority decision of six members is necessary. Members of this board have not yet been named.

The contract sets forth the following basic minimum scales for freelance writers—in each case the first figure given is for a sustaining show and the second for a commercial 15 minutes—$75, $120; 30 minutes—$150, $250; 15 minutes five times weekly—$200, $250.

These fees, according to the Guild, apply to all programs in which the script constitutes 50% of the show or more. When the script is less than half of the show the time bracket applicable will be decided by the time actually consumed by the script. For a program of 30 minutes or less the minimum payment will be for 10 minutes of script. For over 30 minutes the minimum will be for 15 minutes of script.

4 Major Networks Are Sued by WSAY

Damages of $13,000,000 Asked; Conspiracy Is Charged

DAMAGES of nearly $13,000,000 are asked from the four major networks in a suit which was filed last Friday in the U. S. District Court, Southern District of New York, by Gordon P. Brown, owner of Federal Broadcasting System (WSAY Rochester, N. Y.)

Mr. Brown charges the networks with conspiring against WSAY to keep it from carrying network programs. He alleges in the civil suit, in which triple damages are sought under the antitrust laws, that ABC and MBS have conspired to boycott WSAY and that NBC and CBS have refused to make their programs available to the station.

Temporary restraining order is sought to prevent ABC and MBS from entering into affiliation contracts with WARC and WVET, new stations in Rochester.

Numerous instances of alleged conspiracy and boycotting are cited. The station contends it is losing large amounts of network and spot business as a result, and that employes are leaving the station. WSAY has been carrying MBS programs under a temporary arrangement.

WSAY contends network affiliation contracts amount to price-fixing for stations and it has fought standard network contracts in which the network allegedly specifies rates.

Named defendants also are John H. Norton Jr., ABC stations vice president, and Robert A. Schmid, MBS stations vice president.

Attorneys for WSAY are William L. McGovern, formerly of the Dept. of Justice, and Seymour Krieger, a co-author of the FCC network monopoly report.

Always First!

WJR SCOOPS THE SPORTS WORLD WITH FOOTBALL'S BEST....

CRISLER OF MICHIGAN
MON. & WEDS. • 5:30 & 11:15 P.M.

LEAHY OF NOTRE DAME
FRIDAY • 5:30 & 11:15 P.M.

WJR

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

BACHMAN'S SPORT SLANTS
TUES. & THURS. • 5:30 & 11:15 P.M.

760 KILO.
CLEAR CHANNEL

CBS
THE GOODWILL STATION INC., FISHER BLDG. **DETROIT**

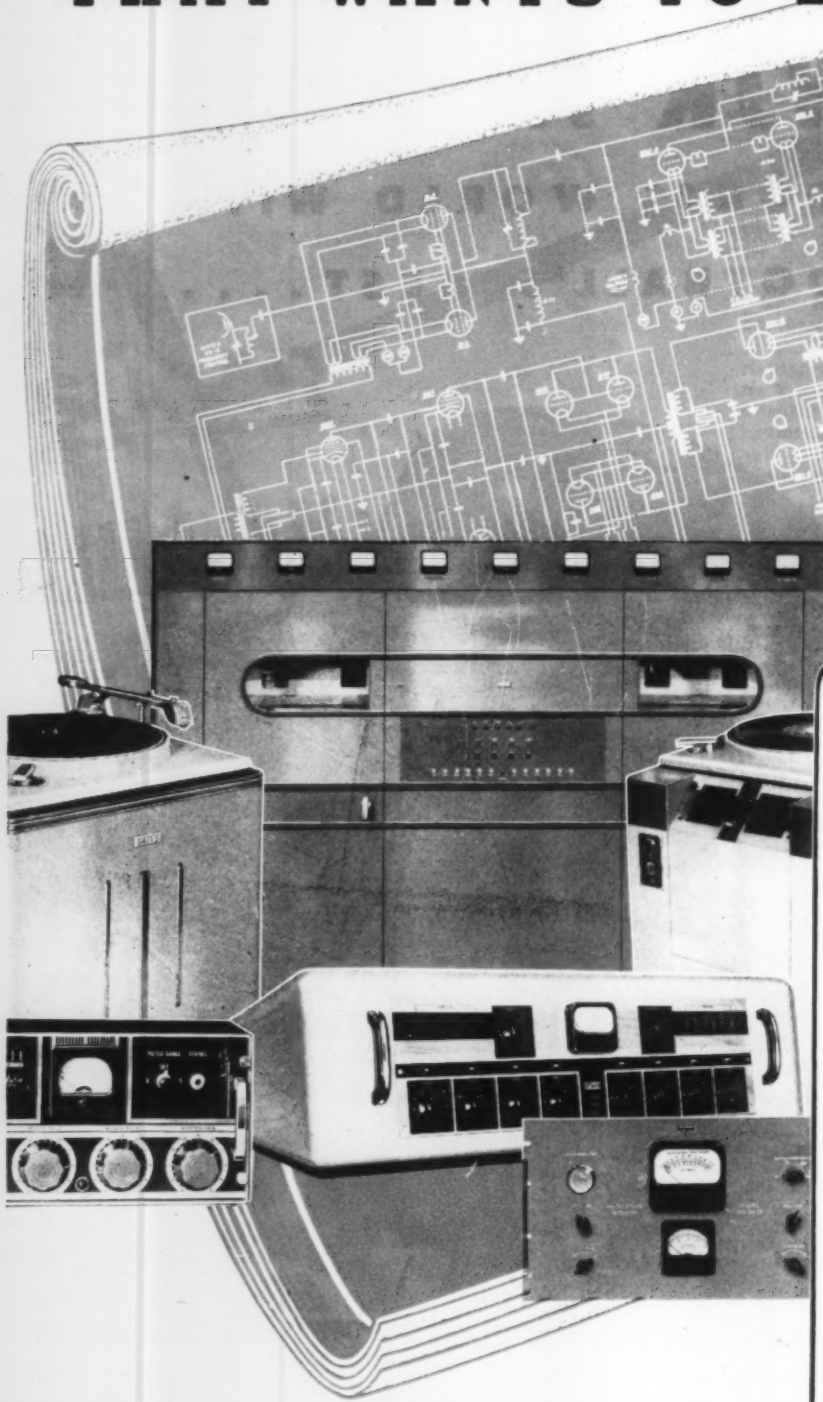
C. A. RICHARDS
Pres.

Representing
PETRY

HARRY WISMER
Ass't. to the Pres.

TO THE GOOD RADIO STATION THAT WANTS TO BE BETTER

1922 TWENTY-FIFTH ANNIVERSARY YEAR 1947



GATES

When you use Gates equipment you are sure of the best, easiest to operate and maintain. These things are vital to the operation of any radio station, — and when you have them it means a better broadcast and consequent better listening and more listeners.

You can get any equipment item from Gates, — right down to a piece of wire an inch long. We're just as glad to have your order for a tube socket as we are a transmitter because you get the opportunity to know what our service is like and then depend on it for all your needs.

New Broadcasters — You can get COMPLETE information from us regarding any equipment need. Benefit from our experience in equipping hundreds of radio stations, — both large and small.

Write, wire or call Gates Radio Company, Dept. G, Quincy, Ill.

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

FOR EVERY BROADCAST NEED— DEPEND ON GATES— *ALL WAYS*

SALES BRANCHES: NEW YORK—HOLLYWOOD—HOUSTON—NEW ORLEANS—ATLANTA—MONTREAL

National Sales Problems Aim Of New Wis.-Mich. Group

PROBLEMS of station sales managers in the national field led to the formation Oct. 25 at Green Bay, Wis., of the Wisconsin and Upper Michigan Radio Sales Managers Assn.

The sales clinic was called by Haydn Evans, general manager of WTAQ, and Forster M. Cooper, commercial manager of WDUZ, Green Bay stations acting as hosts at the two-day meeting.

The group adopted a resolution to band together as an association and then elected Mr. Cooper as president, Howard Emich, WMAM Marinette, Wis., secretary - treasurer, and Anthony Marta, WJMS Ironwood, Mich, vice-president.

The group pledged itself to recommend to station owners and operators exchange of program and sales ideas and techniques and the adherence to a published rate card. They deplored cut-rate practices special deals, and house-accounts.

The association was addressed by Neal Weed, of Weed & Co., Chicago; William Firman, of Taylor-Howe-Snowden Co., and Russell Tolg, of BBDO Chicago.

Tolg Speaks

Mr. Tolg, speaking on "What A Station Expects From A Station," said prompt availabilities, prompt program changes and accurate market information were essential for agency consideration of a station market.

He told the group that many stations still do not submit BMB maps and data as well as other information with which time-buyers can analyze a market, and recommend greater use of merchandising and promotion material for more successful selling.

Mr. Weed urged that stations stick to a published rate card and supply fuller information of program and station service. Too many stations, he said, fail to respond promptly to queries for availabilities, program changes and program success stories. Mr. Firman also called on stations to give closer cooperation to representatives and agencies. He said some station practices, particularly as to double-spotting, were hurting their chances for national spot business. Common sense and some consideration for their audience should determine the number of spots on a program, he advised.

Group were guests at a cocktail and dinner following the meeting of Mr. Evans and Ben Laird, general manager of WDUZ.

Others present at the clinic were: **Sam Carter and James Corcoran, WLIP; Bruce G. Beichl, WFHR; Val E. Schneider, Al Michel and Joe DeYoung, WTAQ; Kenneth Chappell, WNAM; Clifford J. Lue, WDSM; Wallace Porsow, Douglas Chingo, WHBY; W. C. Johnson, WMIQ; E. A. Leklem, Paul J. Vargo, WOBT; Ray Plamadore, WKBH; Duane Allen, WDLB; Paul Allman, WIGM; Bob Behling, WDLB; Glen Holznecht, WJPG.**

Dr. Stetson's New Book On Sunspots Published

Sunspots in Action. By Harlan True Stetson, 252 pp. New York: The Ronald Press Co. $3.50.

THE EFFECTS of sunspots on electrical communication, on the earth's atmosphere and on human life, are explored and expounded in a book published last Friday, *Sunspots in Action*, by Harlan True Stetson [BROADCASTING, Sept. 15].

Dr. Stetson is an Associate of the Massachusetts Institute of Technology, and its Director of the Cosmic Terrestrial Research Laboratory at Needham. He has been studying the effects of solar radiation on radio transmission for 20 years. Dr. Stetson places great emphasis in his book on the effect of the sun on the earth's atmosphere both as a medium for long-distance radio communication and as an ultimate source of weather.

DISTRICT 13 OF AWB TO MEET NOV. 15-16

SECOND annual conference of NAB's 13th District Assn. of Women Broadcasters has been set for Nov. 15-16 at the Gunter Hotel in San Antonio, Tex., it was announced by Violet Short of KTSA San Antonio, national district chairman of AWB.

Frances Helm, WBAP Fort Worth, and state chairman of AWB is scheduled to address the group on the subject of television. Miss Helm's talk will be part of a discussion program on the future of the radio industry.

Other conference subjects include FM, radio education and FCC rules and regulations affecting women broadcasters and women's programs. It is also planned to have outstanding women broadcasters describe the various types of programs they handle on a round table discussion.

SELLING BY SIGHT
DuMont Flys Entire Video Setup to Boston Meet

CONGRATULATIONS are in order for Allen B. DuMont (1), president, Allen B. DuMont Labs., from Dr. Karl T. Compton, M.I.T. president, on the success of the DuMont Television demonstration.

* * *

EIGHT hundred of the nation's top merchandisers got an object lesson in "selling by sight over the air" in a demonstration by the DuMont Television Network at the Boston Conference on Distribution fortnight ago.

DuMont presented an original 20-minute skit written by Ted Ferro and produced by Buchanan & Co. Inc., which presented in graphic style the advantages of selling by video, demonstrated by a cast of Broadway stage and radio actors. DuMont flew a transmitter, antennae, 12 receivers, two television cameras, 11 stage sets and a staff of 18 from New York to Boston to put on its show. A transmitter was erected on the roof of a Massachusetts Institute of Technology building in Cambridge, the antennae were set up atop the Statler Hotel in Boston. The program was picked up on the 12 receivers dispersed throughout the Statler's banquet hall.

PONTIAC DEALERS of Philadelphia is sponsoring telecasts of three football games played by Dobbins Vocational High School over WPTZ Philadelphia, making the first time video showings of high school grid games have been sponsored, according to WPTZ.

SOMETHING to blow about. At a recent party celeberating the 20th anniversary of the Philadelphia advertising agency of Gray & Rogers, the six partners huffed and puffed until they blew out the candles on 20 cakes. Party, attended by employees, was held in the agency offices. Blowing (l. to r.) are: Robert W. Graham; Jerome B. Gray, founder of the agency; Edmund H. Rogers, Sherman G. Landers, Guy E. Fry and Russell K. Carter.

Use of Advertising Stressed in Drive
Comprises Democracy's Newest Weapon, Mortimer Says

"DEMOCRACY'S newest weapon," the use of advertising to convey information on public problems, was called into action on behalf of the Citizens Food Committee at a conference of 100 business leaders held last Monday at the White House to discuss aid for Europe.

Charles G. Mortimer, vice president of General Foods and chairman of the Advertising Council, told the conference this new use for advertising is "so revolutionary in its effect that it is almost as though the ingredients of a familiar substance like gunpowder had been put together in a new way to form an atomic bomb."

"This new force has supplied a streamlined route to public knowledge, public opinion and public action. In terms of action, it is quicker and more efficient than any channel to the people heretofore used. It has supplied our American democracy and our American way of life with an entirely new weapon to be used in its defense—and this weapon simply did not exist prior to 1941."

News Functions

The news function of radio, newspapers and other media, which Mr. Mortimer said "is superbly done," is a "necessary and invaluable part of American democracy." He reviewed results of Advertising Council activity, with its donation of $100,000,000 a year in time and space, and termed public service advertising "one of the most important of all wartime discoveries. I do not believe it is too much to say that the less you believe in a controlled economy, the more you must believe in methods to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it."

Representing the broadcasting industry at the White House conference, at which the business leaders were informed of current problems of the national economy and the world situation, were Earl H. Gammons, CBS Washington vice president, representing Frank Stanton, CBS president; Edgar Kobak, MBS president; Niles Trammell, NBC president; Mark Woods, ABC president; A. D. Willard Jr., NAB executive vice president; Paul Morency, vice president of WTIC Hartford and an Advertising Council director.

TV Meet Postponed

SECOND GENERAL MEETING of the Television Association of Philadelphia was postponed from Oct. 22 to Nov. 13 to avoid conflict with the Poor Richard Club's Radio Night scheduled also for the October date.

Fulton Lewis, jr.

CO-OP Program Packs IMPACT

Fulton Lewis, jr. is heard five nights a week over more than 375 Mutual stations. A tribute to his pulling power lies in the fact that he is sponsored on 288 of these stations. A tribute to the merit of his program lies in the fact that some 87 stations carry "The Top of the News from Washington" as a sustainer.

Fulton Lewis, jr. SELLS because he commands a top-notch audience. Join up with this outstanding co-op program and let Lewis SELL for you. Write or wire for availabilities.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CO-OP

Radio Pioneers

DRAFT of constitution and by-laws for Radio Pioneers, society of 20 year veterans in radio, was formulated Oct. 24 in the office of Mark Woods, ABC president and president of the society. Organization, founded by H. V. Kaltenborn, NBC commentator, under the name Twenty Year Club, will seek wide membership. On the executive committee are Messrs. Woods and Kaltenborn; Frank E. Mullen, NBC executive vice president; A. L. Ashby, former NBC general counsel; Edgar Kobak, MBS president; Phillips Carlin, MBS vice president, and Charles Hodges, commentator.

U. of Iowa Establishes Advertising Scholarship

ESTABLISHMENT of a scholarship award of $750 to be presented annually to the U. of Iowa's outstanding student in the field of advertising has been announced by the university. Trust has been created by L. R. Fairall, president of Fairall and Co., Des Moines.

The award, to be known as the L. R. Fairall Award, will be presented for the first time this year to an advertising major of senior or graduate classification. It will be paid in eight equal installments during the school year.

The successful candidate, who must have unusual potentialities in advertising and must be a native and resident of Iowa, will be selected by a committee of journalism and commerce faculty members, Virgil M. Hancher, president of the university, said.

Advertising Course

THREEFOLD coverage of the field of advertising is offered by The Practical Advertising Course, 420 Lexington Ave., New York, which has announced that instruction dealing with the advertiser, the agency and the media will be offered every six or eight weeks throughout the year beginning Nov. 12. The advertiser phase of the course will be handled by Charles B. Konselman, advertising manager of A. & M. Karagheusian Inc. (Gulistan carpets). John Barnetson, account executive of Fuller & Smith & Ross Inc., will handle the agency phase and Ed Brennen, New York representative of *Better Homes and Gardens*, the media phase.

BANK video set-up has been installed in the Franklin Square Savings Bank of Hempstead, L. I., by William B. Still, owner and operator of W2XJT Jamaica, N. Y., experimental television station. Bank installation comprises a camera in a cashier's cage and a receiver in the bookkeeping department, enabling signatures to be verified with a minimum loss of time.

AAAA OUTLINES PLAN FOR NOVEMBER MEET

PLANS for the 1947 Eastern annual meeting of the American Assn. of Advertising Agencies to be held at the Waldorf-Astoria Hotel in New York on Nov. 18 have been outlined by Gordon E. Hyde, newly-elected chairman of the AAAA New York Council. The meeting will be open to member agencies of the New York, New England, and Atlantic Councils, including territory east of the Alleghenies.

Media, copy, mechanical production, and radio production group meetings will be held in the morning beginning at 10 a.m. and running concurrently, Mr. Hyde said. Management, research, and art group meetings will begin at 2 p.m. At 4:30 p.m. a joint ANA committee will present a "program for better understanding of our economic system." This will be followed by a reception and the annual AAAA dinner, open to members and invited guests.

The following assignments were made by Mr. Hyde, as general chairman of the meeting: Robert D. Holbrook, president of Compton Advertising Inc., in charge of dinner entertainment; W. K. Dingledine, vice president of Charles W. Hoyt Co. Inc., in charge of finance and hotel arrangements; H. M. Montgomery, president of Hanley, Hicks & Montgomery Inc., in charge of meeting promotion.

ITC Documents

STATE Dept. has announced that final documents of the Atlantic City Telecommunication Conferences will be placed on sale on about Dec. 1 by the American Radio Relay League, West Hartford, Conn., acting on behalf of the International Telecommunications Union. The documents will be published in English and French in a single volume and will sell for $1.20 to government agencies and $1.50 to all other purchasers, postage and wrapping included.

LEAVING WLW Cincinnati after 15 years to become associated with another Crosley station, WINS New York, Eldon Park proudly displays handsome luggage presented to him by WLW employes. Mr. Park, who was program director at WLW, becomes WINS general manager and a Crosley Broadcasting Corp. vice president. Parting good wishes are extended by two Crosley executives, Robert E. Dunville (l), vice president and general manager, and James D. Shouse, president.

PUMP 'ER TWICE-

(FOR ONLY ONE PRICE)

Tap the limitless resources of the $Billion Dollar Ft. Worth - Dallas buying market *TWO TIMES for but a SINGLE PRICE!*

KFJZ-WRR AREA
(100 Mile Radii)

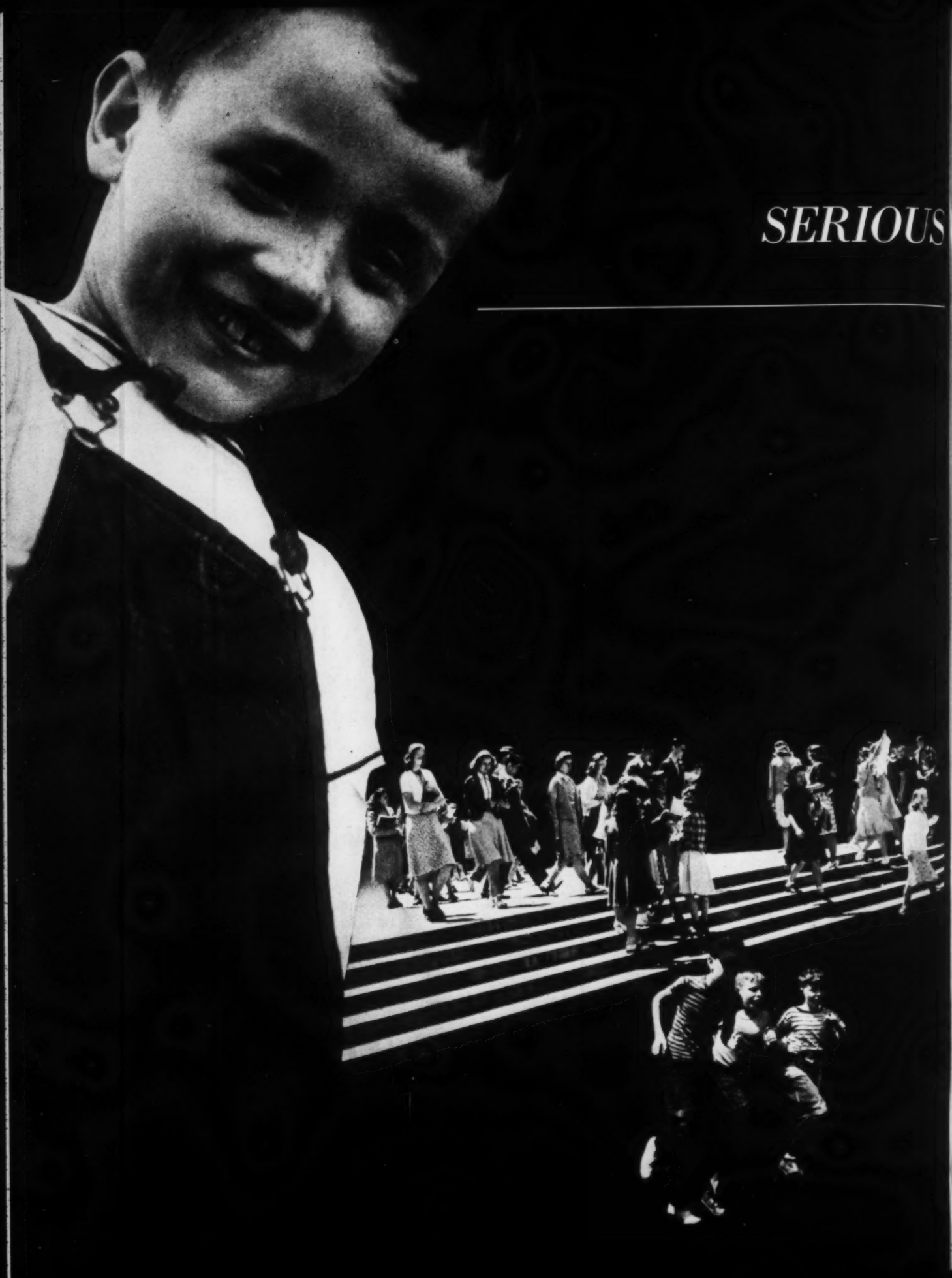
*Population . . .	1,898,300
*Buying Income .	$1,890,148,000.00
Bank Deposits .	$1,904,769,000.00
*Retail Sales . . .	$1,239,913,000.00
*Wholesale Sales .	$1,662,055,000.00
Auto Regis. . . .	498,255
§Radio Families .	410,003

*Sales Management, 1947.
§B.M.B. Area Survey, 1946.

TWO dominant stations with established listener loyalty. Simultaneous or separate schedules—all in ONE billing, at ONE economical price. Put your radio $$ to work in Texa$!

TEXAS' BEST RADIO BUY
KFJZ FT. WORTH
WRR DALLAS
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD


SERIOUS

US WORK FOR A COMIC

How many children have been born in the United States since 1920—the year modern radio came into being? A statistician could arrive at some figure, but the interesting point here is that there are millions of boys and girls of school age and men and women in their 20's who HAVE NEVER KNOWN A WORLD WITHOUT RADIO.

How best to reach these young people to tell them something of the exciting history of radio and how a network program gets on the air? NBC decided the most effective way was a comic book. Comic books are as modern as radio—they have grown up in the same era in which radio developed.

NBC is the first radio network to use this popular technique to tell how radio works . . . all radio. With the first printing of 1,250,000 copies, NBC's comic book, *ON THE AIR*, will reach into homes, schools and institutions throughout the nation, telling its story of American radio operating under the system of free enterprise.

Here is the first major promotion piece devised by a radio network to appeal to the younger people of the nation—a vast majority of today's listening audience and tomorrow's potential consumers.

NBC

A service of Radio Corporation of America

AMERICA'S NO. 1 NETWORK

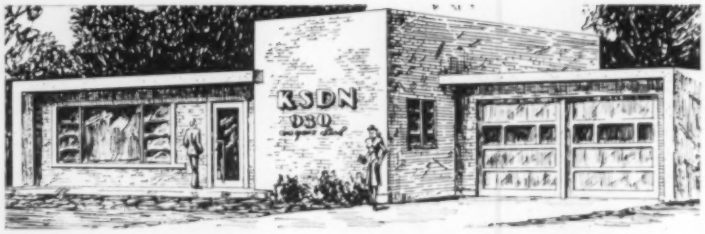
. . . the National Broadcasting Company

GROUND IS BROKEN FOR ILGWU'S STATION

GROUND was broken for the ILGWU FM station atop Mount Wilson, Calif., Oct. 21 by David Dubinsky, union president. Studio site has not yet been set for Los Angeles operations, according to Morris Novik, labor group's radio consultant.

Barring early snowfall, Mr. Dubinsky reported possibility of transmitter completion within three months. He reported construction is underway in Chattanooga with likely possibility Los Angeles would be site of union's second station installation completion. Others have been authorized for Boston, St. Louis and Philadelphia with grant anticipated for New York.

Recognizing need for wider set distribution to enhance listenership of FM, Mr. Dubinsky said the union stood ready to act as purchasing agent for its 400,000 membership to the extent of $1,000,000 in sets at cost price. Although no agreement has been reached with an individual manufacturer as yet, Mr. Dubinsky estimated that 25,000 to 40,000 sets could be provided with such a sum of money. Set price, he said, would fall in range of from $40 to $50 with union prepared to offer them for sale to members only, even on installment basis if necessary.



ARTIST'S conception of the new KSDN Aberdeen, S. D., which will be built at an approximate cost of $90,000. Permittee is the *Aberdeen American-News*. KSDN will operate on 930 kc with 1 kw fulltime Transmitter wi'l be Western Electric with Wincharger towers.

WABB, WABB-FM Build Radio Center in Mobile

CONSTRUCTION has begun on a new Radio Center by WABB and WABB-FM Mobile, Ala., according to W. J. Hearin Jr., executive vice president of the *Mobile Press Register*, which owns the stations.

Situated on the ground floor of the newspaper building, the Radio Center will have a master control room, an additional control room, three studios (fitted with Hammond organ and grand pianos), two announcer booths, offices, transcription library, engineer's shop and client's room. WABB operates with 5 kw on 1480 kc, while WABB-FM has an effective radiated power of 51 kw on 107.9 mc (channel 300).

New KTBB Tyler, Tex., Announces Staff Lineup

KTBB Tyler, Tex. is now in full operation with 500 w on 600 kc. Station is owned and operated by the Blackstone Broadcasting Co. It uses AP news service and NBC Thesaurus Program Library, and all equipment is Western Electric.

Station personnel includes: S. H. Bothwell, former city manager of Fort Worth, as director; M. E. Danbom, former manager and part owner of KGKB Tyler, general manager; David Bothwell, assistant manager; R. A. Wileman, chief engineer; Lawrence Birdsong Jr., program director.

WJTN-FM Makes Debut

WJTN-FM Jamestown, N. Y., made its official debut Oct. 23 as the first FM station in Southwestern New York. Guests at the opening program were ABC performers, including Ted Malone, Baukhage and Pauline Frederick. The event was staged at the Hotel Jamestown. WJTN-FM on 93.3 mc, (channel 227), is on air daily from noon to 9 p.m., with much of the programming separate from the AM outlet. Booklets describing FM and the WJTN-FM operation were distributed to listeners, dealers and prospective sponsors.

KVFD-FM Launched

KVFD-FM, new Fort Dodge, Iowa, outlet affiliated with Northwest Broadcasting Co.'s AM outlet, KVFD, is operating on an 18-hour schedule beginning at 6 a. m. each day except Sunday, Edward Breen, KVFD president and general manager, announced this week. The new station, which took the air Oct. 26, is on channel 274 (102.7 mc).

A CENTRALLY LOCATED studio building has been opened at Toronto by the George Taggart Organization at 292 Jarvis St. To be known as the Rehearsal Club, the studio building has 14 studios ranging from two which can accommodate 100 people each to single studios for music teachers or announcers.

CJOK, FM outlet of CHOK Sarnia, Ont., began operations last month on Channel 248, 97.5 mc, 19 hours daily.

WMBD

IS FIRST IN THE HEART OF ILLINOIS

100% greater night-time coverage

With FCC approval of 5000 watts full-time and improved transmitter location, construction is now in progress to assure WMBD even more *Plus*-Power where it counts. WMBD's night-time coverage area blanketing Peoriarea should be at least *doubled*, materially increasing the definite bonus-audience proven by all current surveys. Thus, WMBD soon will give "bonus coverage" of its established bonus-audience.

20% greater day-time coverage

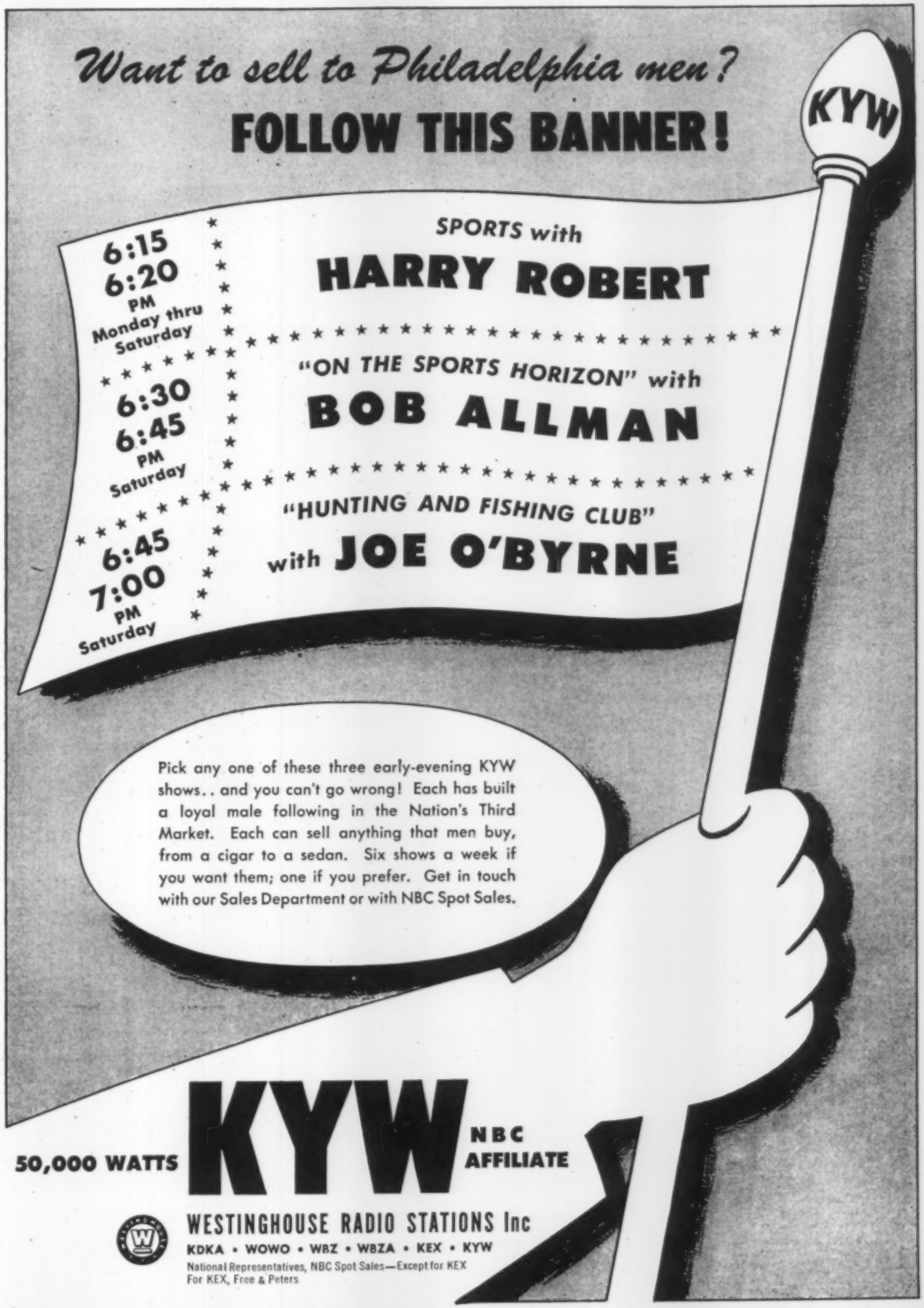
Optimum tower height (.625 wavelength) and improved ground conditions at WMBD's new transmitter location provides further assurance of a signal *first* in Central Illinois. These technical improvements should increase by 20% WMBD's day-time coverage. The Peoria market, of course — reported by Sales Management as the nation's No. 1 radio test city — has long been dominated by its pioneer radio station, WMBD.

First in Peoriarea — CBS AFFILIATE

AM WMBD FM

Peoria, Illinois — 5000 WATTS

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives


Want to sell to Philadelphia men?
FOLLOW THIS BANNER!
KYW
6:15
6:20
PM
Monday thru
Saturday
SPORTS with
HARRY ROBERT
"ON THE SPORTS HORIZON" with
BOB ALLMAN
6:30
6:45
PM
Saturday
"HUNTING AND FISHING CLUB"
with JOE O'BYRNE
6:45
7:00
PM
Saturday
Pick any one of these three early-evening KYW shows.. and you can't go wrong! Each has built a loyal male following in the Nation's Third Market. Each can sell anything that men buy, from a cigar to a sedan. Six shows a week if you want them; one if you prefer. Get in touch with our Sales Department or with NBC Spot Sales.
50,000 WATTS
KYW
NBC AFFILIATE
WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • WBZ • WBZA • KEX • KYW
National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters

North Carolina Is The South's No.1 State and North Carolina's No.1 Salesman is

WPTF

680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

NBC TO OFFER SERIES OF RUNYON'S STORIES

THE LATE Damon Runyon's inimitable stories of Broadway folk will form the basis of a series of 52 half-hour dramatic programs to be transcribed by NBC's Radio-Recording Division, it was announced last week by C. Lloyd Egner, the division's vice president.

Film star Pat O'Brien will be featured in the series, the first of which is to be heard early in the spring under terms of NBC's agreement with the Runyon Estate. Mr. O'Brien will be supported by a star of radio, stage or screen on each program.

Described by Mr. Egner as the biggest and most expensive syndicated recorded program yet undertaken by the NBC Radio-Recording Division, the series will be offered on a syndicated basis for spot advertisers over local stations. H. H. Wood, manager of the Radio-Recording Division program department, is producing and directing the series, known as *The Damon Runyon Theatre*.

The original stories by Mr. Runyon will be dramatized and adapted for radio by Tom Langan and a Radio-Recording Division staff writer. Ed Herlihy will announce the series.

Roma Dropping

ROMA Wine Co., San Francisco, effective Nov. 20 drops sponsorship of CBS *Suspense* after four years. CBS officials have indicated that an alcoholic product would not be acceptable as new bankroller of this program. Identity of new sponsor prospects were not disclosed and future radio plans of Roma, if any, were not known by Biow Co., agency handling account.

Norris L. O'Neil

NORRIS LAWRENCE O'NEIL, 55, business manager of WSJS Winston-Salem, N. C., died Thursday, Oct. 23 at a Winston-Salem hospital. He had suffered a heart attack Aug. 6 and a second attack Oct. 19. Mr. O'Neil had been with WSJS since its establishment in 1930, and prior to that had been bookkeeper for the combined Winston-Salem *Journal* and *Sentinel*. Funeral services were held Oct. 25 at St. Leo's Catholic Church in Winston-Salem.

Hugo W. Glaeser

HUGO W. GLAESER, 53, vice president and account executive of Moser & Cotins, Utica, N. Y. advertising agency, died suddenly at his Utica home Oct. 14. He had been with the agency for 26 years, as production manager, copywriter, copy chief and account executive. He served in both World Wars, and held the rank of major in the last war.

REUNION IN BOSTON of George Hicks (l), famed radio reporter, and James T. Mahoney, program director of WLAW Boston, brought on much nostalgic talk of the numerous ABC special events they did together before the war. Mr. Hicks, in Boston with U. S. Steel's *Theatre Guild on the Air*, gave highlights of his war experiences over WLAW.

HITS RADIO WEEK

WGN Charges Set Makers Want Free Time

OBSERVANCE of National Radio Week as arranged jointly by NAB and Radio Manufacturers Assn. proceeded without the help of WGN Chicago. The campaign was rejected by Frank P. Schreiber, WGN manager, who charged that manufacturers spend thousands of dollars in other media to advertise their products but look on the RMA-sponsored campaign as a means of obtaining free advertising.

"Whatever the announced purpose of Radio Week," he said, "the net result each year has been that the radio manufacturers are given thousands of dollars of free air time.

"It just doesn't add up. It reminds me of the many Government agencies which carry heavy schedules of paid newspaper advertising, yet regularly approach our special features department for free air time."

While other 50-kw stations in Chicago indicated they were observing Radio Week, WGN's campaign, addressed to potential buyers of radio sets, was initiated Oct. 20 with a series of ten spots and station breaks daily. Theme of the campaign is that listeners should buy receivers that can tune to WGN with good reception.

New York Liberal Party Buys Time for Campaign

LIBERAL PARTY of New York, which appropriated approximately $10,000 for a one-week political campaign, used 16 quarter-hour programs on six New York stations Oct. 27 through Nov. 3.

Programs consisted of political talks on amendment issues and sponsoring the party's candidates, and were carried on the following New York stations: WCBS WNBC WJZ WOR WMCA WQXR. Furman-Feiner Co., New York, is the agency.

Set Manufacturers Report Sales Rise

SEC Report Issued for Second Quarter of 1947

RADIO AND TELEVISION manufacturing companies as a whole showed greater sales in the second quarter of 1947 than in the first quarter according to a 78-page survey of 1319 corporations in 139 industry groups by the Securities and Exchange Commission.

Twelve listed radio and television manufacturers sold $232,255,000 in the second quarter as compared with $217,109,000 the previous quarter and as compared with only $124,723,000 in the second quarter of 1946.

Parts and equipment firms, with seven reporting, also showed an aggregate gain in the second quarter over the first quarter. The second quarter figures were $18,338,000 against the first quarter's $18,042,000. The second quarter figure for 1946 was $13,445,000.

Under the radio broadcasting group, only two companies were listed, RCA, which also was listed under the radio and television manufacturers, and CBS. CBS showed second quarter figures of $18,679,000 against first quarter figures of $19,529,000, a decrease of $850,000. Its figures for the second quarter of 1946, however, were $17,271,000.

The figures:

RADIO AND TELEVISION

	First Quarter 1947	Second Quarter 1947
Admiral Corp.	$ 9,852†	$ 11,697†
Emerson Radio & Phon. Corp.	8,982	9,100
Farnsworth Tel. & Radio Corp.	4,121	5,195
Magnavox Co.	7,153	7,075
Motorola‡	8,840	12,291
Philco Corp.	50,187	57,754
Radio Corp. of America (S)	76,465	77,229
Sentinel Radio Corp.	2,298	2,206
Sonotone Corp.	2,874	2,661
The Sparks-Withington Co.	6,435	4,203
Sylvania Elec. Products (S)	23,537	24,220
Zenith Radio Corp.	16,365	18,624
Industry Total (12 companies)	$217,109	$232,255

†The registrant included unstated amounts of excise taxes in the first and second quarters of 1947, but excluded $432M of such taxes in the second quarter of 1946.
‡Formerly Galvin Manufacturing Corporation. Name changed May 15, 1947.

RADIO, TELEVISION AND ELECTRONIC PARTS AND EQUIPMENT

	First Quarter 1947	Second Quarter 1947
Clarostat Mfg. Co.	$ 868*	$ 650*
Cornell-Dubilier Electric Corp.	4,399	3,772
Gen. Instrument Corp.		5,476*
Hazeltine Corp.	2,158	4,762
National Union Radio Corp.	2,617	1,756
Oak Mfg. Co.	3,421	3,327
The Potter Co.	152	148
Solar Mfg. Corp.	2,441	2,023
Tung-Sol Lamp Wks.	2,854	2,550
Industry Total (7 companies)	$ 18,042	$ 18,338

*Not included in industry total.

MGM SHORT, featuring Martin Block with Keenan Wynn and Freddy Martin's orchestra, is being tape recorded to time production more carefully. Method, if successful, may be extended to feature length productions.

1947

CBS is the most
effective network
in America, today

EVE

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226)	Intern'l Silver Dizzie & Harriet (151)	Quaker Oats Those Websters (409)	Catholic Hour
6:15	Seeman Bros Hon. Headlines (218)	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (160)	Cudahy Packing Co	Am. Home Prod. Hollywood Star Preview
6:45	"	"	Nick Carter (385)	(123) "
7:00	Rex Maupin Child's World	Wrigley Gene Autry (153)	Trimount Sherlock Holmes (365)	Am. Tobacco Co Jack Benny (168)
7:15	"	"	"	"
7:30	Exploring the Unknown	CPP-Super Suds Blondie (147)	Mutual Acc. Assn. Gabriel Heatter (398)	F. W. Fitch Co. Alice Faye & Phil Harris (158)
7:45	"	"	"	"
8:00	Musical Digest Mag. Sun. Eve. Hr. (113)	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143)
8:15	"	"	"	"
8:30	"		Carter Products Jimmy Fidler (290)	Standard Brands Fred Allen Show
8:45	"	*	Danton Walker Hy Gardner News*	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (146)	Co-op MeetMeatParkys (300)	Sterling Drug Man M-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (284)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Tony Martin (160)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	
10:00	"	Chrysler Christopher Wells (160)	Voices of Strings	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (67) 11/2	Edmund Hock-ridge (296)	Adam Hat Stores The Big Break (160)
10:45		"	"	"

MONDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Ins E. Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy 6:15-6:20 Art Van Damme 6:20-6:30
	"	In My Opinion	"	Sketches in Melody 6:30-6:45
	"	Co-op Red Barber	"	Sun Oil Co 3-Star Extra (33)
	"	F & G Ivory L. Thomas (73)	"	Liggett & Myers Supper Club (156)
	Co-op Headline Edition (53)	P&G Dreft Mystery of Week (64)	Fulton Lewis (339)	Miles Labs News of World (126)
	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81)	Michael Zarin	W F McLaughlin Manor Hse. Time (3)
	General Mills Lone Ranger (175)	Campbell Soup Club 15 (151)	Henry Taylor (379)	Pure Oil Co. Kaltenborn (35)
	"	Campbell Soup Ed. Murrow (149)	Bayuk Cigars Inside of Sports (101)	E. I. duPont Cav. of Amer. (146)
	Elgin-American Groucho Marx Show (117)	Bromo Seltzer Inner Sanctum (149)	Scotland Yard (306)	Firestone Voice Firestone (137)
	"	"	"	"
	Opie Cates Show	Lipton-Lever Arthur Godfrey (145)	Pharmaco Charlie Chan (200)	Bell Telephone Telephone Hour (148)
	"	" *	*	"
	On Stage America	Lever-Lux Soap Radio Theater (151)	Carter Products Gabriel Heatter (370)	
	"	"	White Hall Real Stories (10)	"
	Sammy Kaye (176)	"	High Adventure (350)	Mars Inc. Dr. I. Q. (128)
	"	"	"	"
	Amer. Cyanamid Buddy Weed Trio (194)	Lever-Swan My Friend Irma (144)	Mail Pouch Tob. Fish n' Hunting (42)	Carnation Co. Contented Hr. (145)
	Earl Godwin	"	"	"
	Glick Restaurant Orch.	R. J. Reynolds Screen Guild (153)	Ray Pearl Orch.	General Electric Fred Waring (168)
		"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy 6:15-6:20 Art Van Damme 6:20-6:30
	"	Frontier to Science	"	Sketches in Melody 6:30-6:45
	"	Co-op Sports Red Barber	"	Sun Oil Co 3-Star Extra (33)
	"	P&G Ivory L. Thomas (73)	"	Liggett & Myers Supper Club (156)
	Co-op Headline Edition (53)	P & G Mystery of Week (64)	Fulton Lewis, Jr. (339)	Miles Labs News of World (126)
	Co-op Elmer Davis (46)	P & G Jack Smith (81)	Orchestra	W F McLaughlin Manor Hse. Time (3)
	General Mills Green Hornet (160)	Campbell Soup Club 15 (151)	Kaiser Wendell Noble (425)	Pure Oil Co. Kaltenborn (35)
	"	Campbell Soup Ed. Murrow (149)	Bayuk Cigars Inside Sports (101)	E. I. duPont Cav. of Amer. (146)
	Youth Asks the Government	Sterling Drug Big Town (147)	Mysterious Traveler	Philip Morris Milton Berle (140)
	Chr. Sc. Mon Views the News	"		"
	Co-op Town Meeting (56)	CPP Tooth Pwdr Mr. Mrs North (148)	Official Detective	Lewis Howe Co Date With Judy (146)
	"	" *	"	"
	"	Gulf Oil We the People (115)	Serutan Co Gabriel Heatter (156)	Lever Bros Amos 'n Andy (149)
	"	"	White Hall Co Real Stories (10)	"
	Boston Symphony 10/14	Studio 1	The Zane Grey Show	S. C. Johnson Fibber McGee & Molly (144)
	"	"	"	"
		"	American Forum of Air	Lever Bros. Bob Hope (128)
	"	"	"	"
	Labor U. S. A. (116)	CBS Is There	Calif Melodies (251)	Brown & W'mson Red Skelton (160)
	Let Freedom Ring	"	"	"

ABC / C

	ABC	C
	(Not in Service)	Mon Eve
	"	
		Cal Hol
		Wo
	Co-op Headline Edition (53)	My
	Co-op Elmer Davis (46)	Ad
	General Mills Lone Ranger (175)	Co
		Co
	Nozzema Mayor of Town (161)	Am
	"	
	Amer. Express Vox Pop (237)	Ch Dr
	"	
	Abbott & Costello Co-op	P Old
	"	
	Amer. Tobacco Jack Paar Show (240)	Sw
	"	
	Philco Corp. King Crosby Show (240)	W Tu
	"	
	Eversharp Co. Henry Morgan (210)	
	"	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus	World News	Y. P. Church Rev. P. Crawford (223)	World Ns. Rdup John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (27)	"	Story to Order
9:30	"	"	Tone Tapestries (250)	Words & Music 9:30-10:00
9:45	"	Johnson Singers	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel	Church of Air	Radio Bible Class (228)	National Radio Pulpit
10:15	"	"	"	"
10:30	Southernaires	"	Voice of Prophecy (250)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Cameos of Mus'c 10:30-11:00
11:00	Fine Arts Quartet	Florida A & M College Choir	All-Ind Hymn (243)	Voices Down the Wind
11:15	"	"	"	"
11:30	Hour of Faith	Salt Lake City Tabernacle	Northwestern U. Review (188)	News Hilites
11:45	"	"	"	Campana Solita'r Time (19)
12:00 N	News	Invitation to Learning	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros World Front-Ns (11)
12:15 PM	Texas Jim	"	"	"
12:30	World Security Workshops	As Others See Us	Lutheran Hour Dr. W. Maier (265)	Eternal Light
12:45	World Security Workshop	"	"	"
1:00	Amer. Future Sam Pettengill (203)	People's Platform	Cecil Brown, News	America United
1:15	Raymond Swing	"	Am. Bird Prod. Am. Warblers (55)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Toni Co Breakfast Club (212)	Co-op News	Editor's Diary Henry LaCossitt (138)	Honeymoon in New York
	Swift & Co. Breakfast Club (127)	Okla. Roundup	Shady Valley Folks (200)	"
	"	"	"	Clevelandaires
	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted
	Libby, McNeill & Libby	Music You Know	News Cecil Brown (161)	Fred Waring Show
	My True Story (196)	"	Faith Our Time (142)	"
	Gen Mills Betty Crocker (191)	Manhattan Evelyn Winters (160)	Say With Music Willard's Orch. (190)	P & G Read of Life (143)
	Curtis Co. Listening Post (202)*	Babbitt David Harum (54)	"	P & G Joyce Jordan (146)
	P&G Break. Hollyw'd (234)	Liggett & Myers Arthur Godfrey (155)	Emily Post Quiz (113	Toni Co (150)
	Kellogg Co. Break. Hollyw'd (234)	"	Tell Your Neighbor (160)	Manhattan Soap Katie's Daughter (156)
	Kellogg Co Galen Drake (204)	Contin'al Baking Grand Slam (47)	Hearts Desire	Prud'tl Ins. Jack Berch (134)
	West. Elec. Corp. Ted Malone (196)	P & G Rosemary (66)	"	B. T. Babbitt Lora Lawton (96)
	P&G Welcome Trav. (183)	Gen Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (296)	"
	"	Lever Bros. Aunt Jenny (56)	Serutan (Victor Lindlar 108)	Harkness of Washington
		Whitehall Helen Trent (76)	U. S. Service Bands (243)	Words & Music
		Whitehall Our Gal Sunday (79)	"	"
	Co-op Baukhage (92)	P & G Big Sister (69)	News Cedric Foster (126)	Special Music
	Co-op Nancy Craig (11)	P & G Ma Perkins (78)	Red Hook 31 (100)	"

SATURDAY

	ABC	CBS	MBS	NBC
	Tommy Bartlett Show (200)	Co-op News		Story Shop
	"	Songs For You		"
	"	"	News R. Hurleigh (95)	Bill Herson
	"	Saturday's Rhythm		"
	U. S. Navy Band	Garden Gate	B. Harrington (119)	Frank Merriwell
	"	Omnibook Lee Adams (29)		"
	Junior Junction	Off 11/15 Pet Milk Mary Taylor (132)	Shady Valley Folks (200)	Swift & Co. A. Andrews (161)
		"	"	"
	Piano Playhouse	Cream of Wheat Let's Pretend (146) *	Pauline Alpert (166)	Swift 11/ Meet the Meeks
		"		"
	The Bosco Co Land of the Lost 10/11 (36)	W. A. Sheaffer Adventurers' Cl (156)	Say with Music Willard Orch. (193)	Brown Shoe Smilin' Ed McConnell (157)
	"	"		
	Johnny Thompson	Armstrong Cork Theater of Today (159)	Pan-Americana Starr Orch. (252)	Barriault Wash. News
	Facing the Future	"	Week in Wash. Albert Warner (261)	Public Affairs
	American Farmer (88)	Bowey's Stars Hollywood (52)	Flight into Past U. S. AAF Band (253)	Home Is What You Make It
	"	"	"	"
	UN Highlights	Pillsbury Grand Cen. Sta. (132)	Lnchn Sardi's Bill Slater (101)	Allis-Chalmers Nat. Farm & Home Hour (160)

AK / C

	AK	C
1:30	Raymond L & Hudnut S. Kaye (10	Bourn In L
1:45	(1:55-2:0	"
2:00	Lee Swe	Nat. O. Lyric S
2:15	"	"
2:30	Natio Vesp (74	Bob Sing
2:45	"	Hires Dave's (70
3:00	Morrell Lass (102	New Y Philharm Sympho
3:15	John Thomp	"
3:30	This W Round the (150	"
3:45	"	"
4:00	Are Thes Childre (153	"
4:15	"	"
4:30	Patti Pa Presen	Electric C Electric H (154
4:45	"	"
5:00	Dr. Pepper Adv. of Bill (100	Essential Daily Ho (153
5:15		"
5:30	Schaffer Ca Counter Sp (188	Sabin
5:45	"	J. Harv

VE I N G

WEDNESDAY

	MBS	NBC
	Repeat of Kid Strips	News John McVane Clem McCarthy
	"	6:15-6:20 Art Van Damme 6:20-6:30
	"	Sketches in Melody 6:30-6:45
	"	Sun Oil Co. 3-Star Extra (33)
Felton Lewis, Jr. (339)	P & G Mystery of Week (64)	Liggett & Myers Supper Club (156)
	Orch.	Miles Labs. News of World (135)
Electrical Union Arthur Gaeth	W. F. McLaughlin Manor Hse Time (7)	
	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
	Crime Club (355)	Colg.-Palm-Peet Dennis Day (150)
	"	"
	Quiet Please	Kraft Food Gildersleeve (127)
	"	"
	Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (134)
	White Hat Co. Real Stories (10)	"
	Let's go to the Movies	Bristol-Myers Dist. Attorney (134)
	"	"
	Racket Busters (167)	Am. Cig. & Cig The Big Story (160)
	"	"
	Latin American Serenade (140)	Rexall Stores Jimmy Durante (160)
	"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy
"	In My Opinion	"	6:15-6:20 Art Van Damme 6:20-6:30
"	Co-op Sports Red Barber	"	Sketches in Melody 6:30-6:45
"	P&G Ivory L. Thomas (73)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Mystery of Week (64)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (81)	Orch.	Miles Labs. News of World (126)
Treasury Agent	Campbell Soup Club 15 (151)	Kaiser Wendell Noble (425)	Grand Marcue
"	Campbell Soup Ed Murrow (149)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Candid Microphone	Roma Wine Sussense (87)	No. 7 Front Street	General Foods Aldrich Family (140)
Christian Science News (74)	"		"
The Clock	Whitehall Mr. Keen (117)	Scarlet Queen	General Foods Burns & Allen (142)
"	"	"	"
General Electric Willie Piper (164)	Auto-Lite Dick Haymes (158)	Scrutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (139)
"	"	White Hat Co. Real Stories (10)	"
Dr. Pepper Co. Darts for Dough (170)	Anchor-Hocking Crime Photog (144)	National Guard Block Party (382)	Sealtest Village Store (76)
"	"	"	"
Mr. President	Hall Brothers Readers Digest (157)	The Family Theatre (269)	R. J. Reynolds Bob Hawk Show (151)
Mr. President	"		"
Lenny Herman Quintet	General Motors Man Called X (159)	Dance Orchestra	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin	"		"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy
"	Report from JH	"	6:15-6:20 Art Van Damme 6:20-6:30
"	Sports Co-op R d Barber	"	Sketches in Melody 6:30-6:45
"	P&G Ivory L. Thomas (73)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Mystery of Week (64)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (81)	Orchestra	Miles Labs News of World (135)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151)	Gen. Motors Henry Taylor (379)	W. F. McLaughlin Manor Hse. Tim (7)
"	Campbell Soup Ed Murrow (149)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (136)	General Foods Baby Snooks (148)	Philco Corp. Burl Ives (252)	Cities Service Co. Highways in Mel (80)
"	"	Scout About Town	"
Equitable Life This Is Your FBI (221)	General Foods Thin Man (146)	Leave It to the Girls	Colg.-Palm-Peet Can You Top This (141)
"	"	"	"
Bristol-Myers Break the Bank (183)	Borden Borden Show (160)	Noxema Co. Gabriel Heatter (157)	Brown & W'mson People are Funny (159)
"	"	White Hall Co. Real Stories (10)	"
Pacific C. Borax The Sheriff (191)	P & G FBI (130)	Informa. Please (288) 9/26)	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris It Pays to be Ig. (144)	Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"		"
"	Coca-Cola Spotlight Review (153)	Date Night	Colg.-Palm-Peet Sports Newsreel (70)
"	"	"	Speaker from Washington

SATURDAY

ABC	CBS	MBS	NBC	
Vagabond	News Bill Shadell	Moreno Orch.	News Summary	6:00 P.M.
Betty Russell	Word from the Country	Boncke Orch.	Religion in the News	6:15
Sports, N. Y. (107)	Sports Review	John Bosman, Sports	NBC Symphony	6:30
Jack Beall	News Larry Lesueur		"	6:45
Museum of Modern Music	Co-op Hawk Larabee (360)	Hawaii Calls	"	7:00
"	"	"	"	7:15
Challenge of The Yukon	Romance	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (127)	7:30
"	"	Danton Walker Hy Gardner News	"	7:45
Ross Dalton Detectives (207)	Campana First Nighter (57)	Ronson Metal 20 Questions (188)	P & G Life of Riley (136)	8:00
"		"	"	8:15
General Mills Famous Trials (164)	Bill Goodwin	Hospitality Club	P & G Truth or Conseq. (137)	8:30
"	"	"	"	8:45
L. E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me if You've Heard This	Am. Tobacco Co. Your Hit Parade (159)	9:00
"	"	"	"	9:15
Murder and Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (155)	What's the Name of that Song (300)	Colg.-Palm-Peet Judy Canova (140)	9:30
"	"	"	"	9:45
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (74)	Chicago Theatre of the Air (390)	Colg.-Palm-Peet Kay Kyser (140)	10:00
"	"	"	"	10:15
HaylottHoedown (107)	Abe Burrows	"	R. J. Reynolds Grand Ole Opry (147)	10:30
"	Sound-Off	"	"	10:45

ME

SUNDAY

CBS	MBS	NBC
Journey to Life	For Your Approval	Chic. Rd. Table
"	"	"
H. O. Lewis Life Show	Stephen Graham Family Dr. (210)	RCA Victor Show (152)
"	"	"
Bob Reid Sings	News Bill Cunningham (210)	Int. Harvester Harvest-Stars (157)
Hires Co. Here's to You (78)	Veteran Wants to Know (150)	"
New York Philharmonic Symphony	H. C. Cole Mfg. Variety Show (100)	Sheaffer Pen Parade (53)
"	"	"
"	General Foods Juvenile Jury (300)	Stand. Brands 1 Man's Fam (144)
"	"	"
"	General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
"	"	"
Electric Co. Electric Hour (154)	Wilmsn. Candy True Detective (397)	Musicana
"	"	"
Mutual Ins. Family Hour (183)	D. L. & W. The Shadow (85)	Ford Motor Co. Ford Theatre (159)
"	"	"
Ed Sullivan	Helbros Watch Quick as a Flash (363)	"
Jan Harush	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (47)	Merv Griffin Show (227)	Robt McCormick Co-op
"	P & G Guiding Light (79)	Ralston Purina Cbd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt. Kiorman (47)	Gen. Foods 2nd Mrs. Burton (65)	Miles Labs Philip Morris Armour Queen for Day	Gen. Mills Today's Children (132)
Co-op Ethel & Albert (42)	P & G Perry Mason (84)	Jack Bailey (213)	Gen. Mills Woman in White (132)
Sterling Drug Bride & Groom (201)	Look Your Best	Martin Block (352)	Gen. Mills (2:40 Betty Crocker 132)
"	Manhattan Rose of Dreams (159)	Semler M-W-F 10/13	Gen. Mills Light of World (48)
Quaker Oats Ladies be Seated (205)	Campbell Soup Double or Noth'g (83)		P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (202)	"		P & G Ma Perkins (144)
Nat. Biscuit Co. Whiteman Club (227)	House Party Co-op 12/1 Gen. Elec. (190)	Pharmaco Song of the Stranger	P & G Pepper Young (130)
R. J. Reynolds Co. Whiteman Club	"		P & G RighttoHap'ness (142)
Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (122)	Erskine Johnson (340)	Sterling Drug Backstage Wife (142)
Wesson Oil Whiteman Club (180)	"	Johnson Family Jimmie Scribner (337)	Sterling Drug Stella Dallas (142)
Treasury Show (184)*	Winner Take All Co-op	Two-ton Baker (352)	Sterling Drug Lorenzo Jones (142)
Co-op Dick Tracy (40)*	"	Q. C. Serenade Starr Orch. (210)	Sterling Drug Y. Widder Brown (142)
Ward Bak. Co. Tenn. Jed (22)*	American School of the Air	Hop Harrigan	Gen. Fds. When Girl Mar's (76)
Quaker Oats Co. Terry & Pirates (204)	"	Kelloggs Superman	Gen. Fds. Portia Faces Life (87)
General Mills Jack Armstrong *	Treasury Bandstands	Capt. Midnight (Wander Co. 115)	Whitehall Just Plain Bill (57)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (126)	Ralston Purina Tom Mix (414)	Whitehall Front Page Far'l (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks	Borden County Fair (161)	Bands for Bond (273)	Vet. Adv'r Ty Krum
"	"	U. S. Army Football	News Elmer Peterson
Fascinating Rhythm	Toni Co. Give & Take (159)	"	Football Games
"	"	"	"
Army & Air Force Recruiting Football Game (220)	Football Games	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	Races from Belmont	"
"	"	Dance Orch.	"
"	"		"
"	"	So This Is Jazz	E. Tomlinson
"	"	"	Whitey Borquist & Orchestra
"	Saturday At the Chase	Ray Cincione's Orch.	"
"	"	Roy Cam. Co. Jan August Show (375)	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE.

ABC

10:45-11:00 AM Tuesday, Club Aluminum Products Co. sponsors Club Time over 17 stations. Thursday, 10:45-11:00 AM, The Drackett Co., Dorothy Kilgallen (182) is sustaining time. (Some Sponsors)

2:30-3:15 PM Treasury Show is heard Mon. thru Fri., 4:30 to 4:45 PM, EST, until Nov. 10, when it expands to a half-hour (4:30-5) replacing Dick Tracy on that date. In turn, Dick Tracy on Nov. 10 moves to the 2:00 to 2:15 PM, EST period, replacing Treasure Isl which goes off the air Nov. 10.

2:15-2:30 PM Jack Armstrong, sponsored by General Mills and Sky King, sponsored by Derby Foods are heard on alternate days, Monday through Friday.

2:30-2:45 Kenny Kent goes sustaining Nov. 10.

2:15-2:30 PM Sun., Brown and Williamson sponsors Fact or Fiction, 104 stations.

CBS

11:00-11:05 AM Saturday, Chesbro sponsors W. Kenney news, 148 stations.

3:45-4:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 60 stations.

4:00-4:05 PM Saturday, Lehn sponsors Ned Calmer News, 140 stations.

4:00-4:30 PM News.

MBS

2:15-2:30 PM Tuesday and Thursday, Mastercraft sponsors Billy Rose Show.

NBC

12:00-12:30 AM Tuesday and Thursday, American Meat Institute sponsors Food Varieties, Blue 99-132 stations. On Friday, 12:00-12:30 AM, Mutual's Valley Camp Co. sponsors Valley Town on 160 stations. Wayne King sponsors Music Hall.

BROADCASTING
The Weekly Newsmagazine of Radio
BROADCASTING

A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

All the facts show that CBS delivers audiences at less cost than *any* other network.

The tough-minded advertiser knows it isn't program effectiveness alone that makes the difference. It's also the fact that:

CBS has the "best-balanced" distribution of facilities in all network radio

CBS has the highest ratio of high-powered stations (5,000 watts or more) among *all* networks.

CBS has the lowest ratio of low-powered stations (250 watts or less) among *all* networks.

Combine the superb "*balance*" of the powerful and mature CBS stations with the unquestioned power of CBS *programming*, and you see why:

The *second*-best network is only 96% as effective as CBS—and the *fourth*-best network is only 66% as effective as CBS—*in delivering actual audiences for each advertising dollar expended.*

The facts are summarized in a new study.
To see this study...
And to get the utmost in Radio values...

SEE CBS . . .
THE COMPLETE NETWORK

Readjust Music Royalties—Rosenbaum

Says Juke Box More Than Radio Engendered AFM Crisis

By SAMUEL R. ROSENBAUM

YOUR invitation for comment on Petrillo's latest edict comes to me when I am no longer in the radio industry. However, there are many in the industry now who may have forgotten, or who never learned, some basic facts.

Phonograph records are made and sold "for home use only." For years musicians have objected to their sale and use for commercial entertainment. The manufacturers and the distributors have no way under existing law, to enforce the restrictive clause printed on the label.

While many radio stations use many records, it is the juke-box rather than radio which is the worst offender. Radio does give substantial employment to musicians; the juke-box gives none. We found a way, in the settlement of 1937, for radio to give fair treatment to cure the fair complaint of the musicians. If that way was right then, it still is now, though many have departed from it.

Radio alone could make its peace with the musicians, and continue to thrive mightily. But since legislation like Lea and Taft-Hartley, radio is now only part of the commercial music problem and must join in a constructive program. What is the problem?

The Juke-Box Case

The juke-box has built up a vast gross revenue on a violation of the clear agreement between the recorders and the musicians. It is estimated that it does an annual gross of $300,000,000 today, from records sold originally "for home use only." The inability of the recorders to prevent this, and their refusal to propose a remedy, caused the recording stoppage of 1942.

When the recorders joined in the tribute agreement of 1943, it was inevitable there would be trouble. The principle of payment by an employer direct to a union for permission to employ its members is unsound. If spread to other industries it has unlimited implications. Now that Taft - Hartley has stopped this, it was inevitable the musicians would resume their original position. That is just what they have done.

Maybe Petrillo is a Caesar, but he did not create this issue. He is pushed by a big membership of which at most only 5 or 6 thousand get paid for recordings. The voting majority in every local are both envious and resentful at the use of this product to supplant them. The stoppage has been urged in their conventions now for nearly 15 years. It was first Joe Weber [former president of AFM] and later Petrillo who actually kept deferring the stoppage in the hope of a practical solution.

Fear of anti-trust, and distrust among competitors, has prevented the recorders and the other commercial users of music from proposing a remedy. The union has likewise chosen to avoid the charge of making demands in restraint of trade. It is therefore once more up to the commercial music industries to propose a remedy if they mean to stay in business.

Once more there may be an uneasy lull while recorders repress from old masters and press from accumulated new ones. This will effectively wipe out the smaller newcomers in the business, and leave the few big publishers in undisputed possession of the field. Eventually public demand for new recordings must be given heed. A way must be found for the public to receive benefits of technology.

Clearly the union is in better position to wait than is the industry. After current stocks lose their timeliness, new products cannot be made without their service. In this respect, music differs from every other industry. Engineers can only make reproducers, not producers.

Is there a way to satisfy both? There is no simple formula.

It may promote useful discussion if, at this time, renewed attention is directed to a proposal which was cast aside by the industry when made in 1942. It was recommend that the industry and the union join in urging Congress to confer a copyright in performance such as now exists for composition and for publication. A system of royalty collections for reproduced commercial performance will do all the now outlawed tribute-fund did and more. It will fall justly on those who directly benefit. It has a sound moral ground. It is already the law in many other countries.

Musicians, if given the right to collect such royalties for commercial use, will have a legal right to designate their union to collect for them, and use the funds to create employment. This is quite different from the union collecting in its own right.

Together with this answer to the juke-box problem, there must be a re-examination of the Radio Plan of Settlement of 1937.

These parallel paths of effort can lead to harmony with the musicians. Continued vituperation will not. At the latter, Jimmy will always win out, in spades and technicolor.

If the industry chooses to make an honest endeavor to join with the musicians in removing the basic causes of unemployment, it is believed progress can also be made in terminating many long established feather-bedding practices. Unwilling payment for work not done is demoralizing and degrading to the recipient as well as to the employer.

LONG familiar with relations between musicians and music users, Mr. Rosenbaum has given his views on the AFM ban against recording after Dec. 31. In the music battles of 1937 and 1942 he was an active figure, serving as chairman of the 1937 committee. During those years he was president of WFIL Philadelphia but now is a practicing attorney. Mrs. Rosenbaum is first harpist in the Philadelphia Symphony. Publication of this letter, written at the invitation of this magazine, in no way indicates concurrence in the proposals. BROADCASTING from the first has stood for a fight to the finish with Petrillo.

Mr. Rosenbaum

Citizenship Committee To Hold Two-Day Meet

FIRST meeting of the Advisory Committee on Citizenship, named recently by Attorney General Tom C. Clark, will be held today (Nov. 3). Two-day session is scheduled. Committee chairman is Justin Miller, NAB president, who was due back at NAB headquarters in Washington on Saturday after several weeks on the West Coast.

The committee was named "to further the Dept. of Justice program to emphasize the worth and meaning of American citizenship to the alien seeking naturalization."

$4 MILLION INCREASE IN RCA 9-MONTH NET

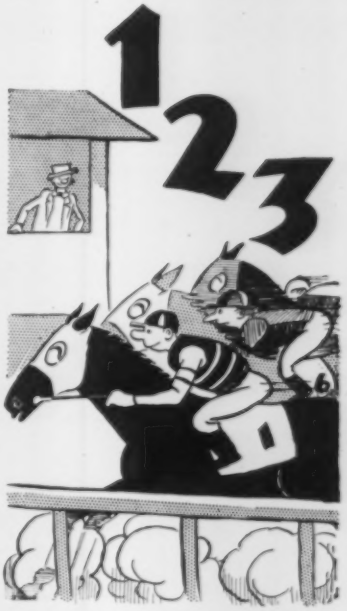
A $4 MILLION increase in net profits for the first nine months of 1947 as compared with the corresponding period last year was reported last week by RCA in a consolidated third - quarter statement.

Total gross income from all sources, including its subsidiary, NBC, was $224,982,605 in the first nine months of 1947, compared with $163,604,191 in the same period in 1946, an increase of $61,378,414.

Net income, after charges and taxes, was $12,233,758 in 1947 compared with $8,226,329 in 1946, an increase of $4,007,429. Net earnings applicable to common stock for the first nine months of 1947 were 71.1 cents a share, compared with 42.2 cents in the same period last year.

Gross income from all sources in the third quarter of 1947 was $70,648,733 and in the same period last year $62,294,105. Net income for the third quarter was $3,407,845 in 1947 and $2,560,029 in 1946.

In Horse Racing



means: Win, Place, Show

But IN DALLAS —FORT WORTH It's

1 STATION WFAA

2 FREQUENCIES 820 - 570

3 NETWORKS NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by

EDWARD PETRY & CO., INC.

MAINE'S NEWEST STATION IS

On the Air

WGUY

BANGOR

AN ABC AFFILIATE

- BANGOR is talking about our new ultra-modern studio . . . and
- BANGOR is *listening* to station WGUY too. You'll sell the Maine buyers in the Bangor area (a $100,000,000 market) on WGUY.
- NOW YOU CAN COVER MAINE'S TWO LARGEST MARKETS WITH ONE ORDER TO GUY GANNETT BROADCASTING SERVICES, 645-A CONGRESS, PORTLAND 3, MAINE.

WGAN

Portland, CBS Affiliate, 5000 Watts, 560 kc.

WGUY

Bangor, ABC Affiliate, 250 Watts, 1450 kc.

National Representative

PAUL H. RAYMER CO.

WHIRLWIND round of promotion marking first anniversary of Benrus Watch Co.'s "Embraceable" wrist watch culminated in a one-day cross-country trip (jewelers' breakfast in New York, luncheon in Chicago, dinner in Los Angeles) for (l to r): Adrian Flanter, Benrus advertising manager; Ella Raines, Universal Pictures star, who is the "Miss Embraceable" in Benrus advertising; J. D. Tarcher, head of J. D. Tarcher Advertising Agency; S. Ralph Lazrus, president of the watch firm.

Radio 'Parasite' Says AP's M-E Assn.; But AP Management Praises Medium

RADIO, an important client of the Associated Press, last week stood accused by the AP Managing Editors Assn. as being "an irritating problem" and "a parasite on established news gathering agencies."

The accusations, made in a report prepared by a special committee of the editors association and delivered to an association meeting at Detroit, were tempered by a defensive statement issued by the AP management coincidentally with the committee report.

Report Is Critical

In its report, which was generally critical of the AP's domestic news file, the managing editors committee specifically charged:

"Radio is an irritating problem. It contributed little to the news report. It is a parasite on established news gathering agencies. Because of its speed it frequently beats the newspaper on local news gathered by the newspaper's staff. There is evidence that lack of protection has fostered a slow down in scheduling—a practice which promises to become even more costly."

A statement prepared by the AP management and presented as a marginal notation in the editors committee report took a much less gloomy view of radio's contribution to news coverage.

'Excellent Cooperation'

The AP management stated that "the extent of radio's interest in producing news and giving tips is increasing rapidly," and commented appreciatively on "excellent radio cooperation on the Florida-Gulf Coast hurricane."

"In New York," the management continued, "the radio newsrooms have given us some of the best tips received.

"Newspapers might take a tip from the baseball clubs which have learned, after fighting off or restricting radio for years, that play-by-play broadcasts have multiplied the cash customers at the turnstiles by increasing public interest . . . similarly it could be that the appetite for reading newspapers is whetted by newscasts which, by and large, just hit the high-spots."

'3 MEN ON A LIMB'

WMT Forum Gets Big Reaction From Papers & Stations

CONSIDERABLE interest was aroused by WMT Cedar Rapids, Iowa, to a recent broadcast of *Three Men on a Limb*, a forum-type broadcast which handles controversial issues on a bi-partisan format.

Each week the station's board of three experts engages in discussion of topical matters with invited experts. On the subject of whether college athletes should be paid, Dr. Karl Leib, president of the National Collegiate Athletic Assn., and a guest expert that week, and Byron Hollingshead, president of Coe College and a permanent panel member, agreed that subsidies to athletes could be justified if they weren't out-and-out cash payments.

The views were quoted by wire service and used widely by newspapers, according to WMT. In addition, some 15 radio stations in Iowa are said to have requested permission to play back a transcription of the program.

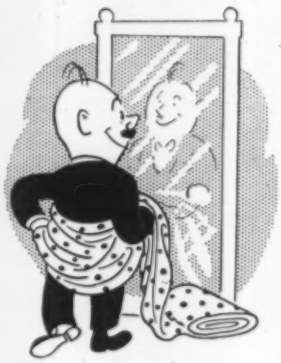
Other members of the WMT panel are Rabbi Herman S. Schaalman of Cedar Rapids and Frank Nye, associate editor of the *Cedar Rapids Gazette*. Douglas Grant, WMT program director, is moderator of the show.

NEW SALES-MAKING, BUDGET-SAVING SERVICE NOW AVAILABLE TO ADVERTISERS AND THEIR TIMEBUYERS —through WEED AND COMPANY and WVET!

1. There are lots of time-saving, dollar-making, budget-shaving services a national sales rep can perform at no extra cost to you.

But you get that kind of service only from reps who are trained to use their eyes and ears . . . reps 100% eager and willing to do an intensive imaginative job for you.

2. Such representatives are Weed and Company. That's why Veterans Broadcasting Company, Inc. has appointed Weed men to represent Rochester's new live-wire up-and-at-'em station—WVET—5000 watts, MBC, 1280 on your dial!



3. WVET stubbornly believes you are entitled to programming, talent and service **custom-tailored to fit your individual needs . . .**

. . . has made a special arrangement with Weed and Company to see that you get ALL-OUT SERVICE based on **your** product, **your** problems, **your** markets, **your** competition.

4. If extra brainwork will put you ahead of competition, your Weed man will work his noggin overtime to help put you in the money. If extra effort and leg-work will save you time and headaches, and boost sales, your Weed man will make that effort. Because that's the way we do things on WVET. The ONLY way.

5. If it's hard-selling spots you want—jackpot returns on a limited budget—WVET's Complete Advertising and Merchandising Service-of-the-Air—or specialized help with local distribution problems, send for your nearest Weed man PDQ. Or write Weed and Company, 350 Madison Avenue, New York 17, New York.

WVET

ROCHESTER'S MUTUAL STATION

5000 WATTS · 1280 KC

VETERANS BROADCASTING COMPANY, INC., 204 GRANITE BUILDING, ROCHESTER 4, NEW YORK

Fills 1000 Cars

Approximately 14,616,000 stalks — 1000 carloads — of famous crisp Utah celery are being shipped to the nation's markets this fall.

The money that celery brings to Utah is spent locally by people with whom KDYL is the POPULAR station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

CAB Annual Meet to Be in February; Agenda Is Heavy as Directors Convene

NEXT ANNUAL meeting of Canadian Assn. of Broadcasters will be held in February at Quebec, it was decided at the CAB board of directors meeting at Toronto, Oct. 27-30. Directors chose February in belief that this would allow time for preparation of CAB brief before next Parliamentary Committee inquiry on broadcasting, expected to be held next June.

The board decided to bring before the convention a revised plan for membership payments, and to adjust payments of music copyright fees by regions, with totals being paid to BMI Canada Ltd. and Composers, Authors and Publishers Assn. of Canada (CAPAC) remaining the same as set by the Canadian Copyright Appeal Board [BROADCASTING, Sept. 22].

Division of CAB directors also was changed at the board meeting. Total of directors will remain at 11, but in future one will be elected by small market stations and one will represent British Columbia broadcasters while the other western Canadian provinces will have three representatives.

A new management committee was set up with Harry Sedgwick, CFRB Toronto, and CAB board chairman, as chairman, and consisting of Ken Soble, CHML Hamilton, Ralph Snelgrove, CFOS Owen Sound, Phil Lalonde, CKAC Montreal, and A. Gauthier, CKTS Sherbrooke.

Board meeting was attended by G. R. A. Rice, CFRN, CAB president; Harry Sedgwick, CFRB; A. A. Murphy, CFQC Saskatoon; Malcolm Neill, CFNB Fredericton; G. S. Henry, CJCA Edmonton; A. M. Cairns, CFAC Calgary; A. Gauthier, CKTS; Ralph Snelgrove, CFOS; Ken Soble, CHML; Phil Lalonde, CKAC; and CAB executives Harry Dawson, Arthur Evans, Doug Scott, Joseph Sedgwick of Toronto, and Jim Allard, Ottawa.

Station representatives appeared before CAB board to discuss sales policies. Also discussed was year's protection on rates, cash discounts, give-aways, sales statistics, standard contract forms and other problems.

Also on board's agenda were establishment of policy on joining Inter-American Assn. of Broadcasters, CAB representation at next autumn's NARBA meeting at Montreal, and policy on network problems in view of Canadian Broadcasting Corp. plans to drop a number of stations from its Trans-Canada network with opening next year of new CBC 50-kw stations.

OUTLET IN HOUSTON, KLEE, TO START SOON

KLEE, new Houston 5-kw full-time independent, is planning to get under way soon on 610 kc, W. Albert Lee, Houston hotel operator and owner of the station, announces. Studios are under construction on the second floor and a part of the third floor of Houston's Milby Hotel.

General manager of KLEE will be Ray Bright, former commercial manager of KTRH Houston, who has been in the radio and advertising field for 28 years. Mr. Bright is a past vice president of the Houston Advertising Assn.

Winthrop Sherman, former news commentator and announcer with WOL Washington, has been named KLEE program director. In addition to his experience at WOL, Mr. Sherman previously was associated with three Texas stations, KNOW Austin, WACO Waco and WBAP Fort Worth.

Another key post at KLEE, that of chief engineer, will be filled by Paul Huendorf.

Station management has announced that KLEE has applied for a television permit.

* * *

Truman's Hooper

PRESIDENT TRUMAN'S address to the nation on Oct. 24 explaining his reasons for calling a special session of Congress was heard by 25,137,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The Hooperating for the broadcast, carried by the four major networks, was 34.3; President Truman's share of the listening audience was 91.2. By comparison the Hooperating for the President's last previous nighttime address on Oct. 6 when he asked for national food conservation was 27.0.

KLEE executives (l to r): Ray Bright, general manager; W. Albert Lee, owner; Winthrop Sherman, program director; Paul Huendorf, chief engineer.

Don't Look NOW, But

LISTENABILITY *has its critics!*

by Edgar Kobak

President, Mutual Broadcasting System

LISTENABILITY, you'll remember, is the Mutual-developed method of computing physical coverage of radio stations and networks. It is an engineering method, based upon accepted standards (many of them FCC standards or higher) and, as such, it is accurate, dependable and conservative. What's more, "Listenability" is more than a "can hear" measurement; it's a "good-enough-to-listen-to" yardstick — from the listener's and not the broadcaster's viewpoint, which is important.

This Engineering measurement is new—not because any of its components are new—but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal —such as power, frequency, antenna design, ground conductivity, atmospheric noise, manmade noise and interference from other stations. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense.

As was to be expected from something so new as this, there emerged from it a set of new facts, a new picture of station and network physical coverage. Also, as was to be expected, the facts were not only interesting — they were, in several instances, upsetting.

We have shown our "Listenability" Presentation in a good many spots — to advertisers, to agencies and to broadcasters, including our competitors. We have had much favorable comment and some criticism.

Now criticism is something we do not mind facing — and in this discussion we are going to face these criticisms squarely. Let's take them in turn.

CRITICISM No. 1 "'Listenability' is negative. *It stresses too much, the factors which interfere with regular listening. Radio has been sold, successfully, on the basis of being able to reach most everybody—why cut down on coverage claims?"*

The answer is simple. For too long, we believe, there has been too much "blue sky" in coverage claims: true, the "blue sky" content has gradually decreased, but there is still too much.

We believe that advertisers are entitled to figures they *do not need to discount.* We believe that "Listenability" gives them these facts and figures. We think "Listenability" is rendering a needed service not only to broadcasters but to users of radio time.

CRITICISM No. 2 "The trend during the past three or four years has been away from 'coverage' to 'listening'—advertisers are less interested in how many 'can listen' and more concerned with how many 'do listen.' And so 'Listenability' is a backward step."

Again, the answer is simple. Advertisers must, as a first step, have dependable *up-to-date* figures on their *potential* audience. That is why they ask for them and for coverage maps. They want to know, first, *where they can win listeners* — and that is exactly what "Listenability" gives them.

There is a second point. Existing "station audience" or "total listening" figures involve a composite picture of listening to a station or network: they do not compensate for the variations of listening habits by day of the week, time of day or night, weather, interference and other factors. As a result, a "total listening" figure does not give any one advertiser a "do listen" figure for his program — any more than "Listenability" does.

"Listenability" is a forward step because it gives advertisers a realistic picture of their potentials: now as always, it's the *program* (vs competition) which determines the *actual audience.*

CRITICISM No. 3 "The industry has accepted the BMB 1946 Survey and now you come along and muddy the situation with 'Listenability'".

Let us make our position clear: we are 100% behind the idea of BMB as an organization: we believe the industry should have a central Bureau out of which will come figures which are fair to all and usable by all. Radio has been a long time building such an organization. We want it to continue. We backed it from the beginning.

The question of the BMB 1946 Survey and the method employed in making that Survey is something else again. We are not the only ones who believe that the results are out of date—were out of date the day they were released. We are not the only ones who believe that BMB is not wedded to the method of their first survey; or that that particular method cannot be refined, or even that a new method could not be adopted.

The Audit Bureau of Circulations was quite some time growing up; BMB is in the process. ABC has evolved to the point where it is reliable and unchallenged. BMB will get there, too. In fact, BMB is taking a step in that direction right now. They have their Technical Committee (composed of representatives from the ANA, the 4-A's, NAB and the networks) looking into "Listenability." They are going to evaluate it with a cold eye (and that we welcome) and whether or not they decide that it is a method which BMB should adopt and use in their overall job of providing dependable and current figures to the users of radio time — we will feel that our efforts and expenditure of money have been more than worth while. We will feel that, once again, Mutual is providing a service to the industry.

As things develop, we may have more to say. Meantime we'd welcome your comments.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

Programming, Air Freedom Are Stations' Responsibility Dunton Tells Ad Group

ADVERTISERS and broadcasters alike should recognize the necessity of radio being a living part of the community, A. D. Dunton, chairman of Canadian Broadcasting Corp. told the Young Men's Advertising & Sales Club at Toronto Oct. 22.

"Those connected with radio advertising must of course have a prime interest in getting their message across in selling goods through the money they spend," Mr. Dunton stated. "But I believe they should think, and it will be to their own benefit in the long run, of the responsibilities of radio which they are helping to shape. I urge them to recognize the necessity of radio being a living part of whatever community or public it serves.

"To broadcasters themselves I make this appeal; let's not dissipate our energies. Radio as a whole, and therefore all parts of it, has far more to fear from weakness and division within itself than from any outside forces."

Mr. Dunton dealt in detail with responsibilities of radio in his talk to young advertising executives. Regarding programs he said: "It is one of the characteristics of radio on this continent that actual content of programs is not provided by broadcasters themselves, that a good part is supplied by advertisers. I am not convinced that in the long run this is a good situation for radio. I am inclined to agree with those in Canada and the United States who feel it would be more healthy in the long run if broadcasters themselves provided more of the program content."

Regarding ratings, Mr. Dunton said there is "a serious threat to the welfare of broadcasting in slavish worship of ratings. It is very important not only how many are listening, but who is listening, he stated.

"Broadcasting from within itself has to make positive contributions to the society supporting it," he continued. "If it does make the contributions of which it is capable then it is far stronger in itself, and will in years to come be a better vehicle for those using it. Radio must try to some extent to serve all reasonably sized interests of different sections of the public.

"It is up to broadcasters themselves to see that freedom of the air does in fact exist . . . Freedom of the air depends chiefly on how well and how fairly broadcasters provide the opportunity for different tastes and different opinions to share in the use of the air."

ADVERTISING and Sales Club of Seattle featured Martin Deane Wickett (l) program director of KING Seattle, in a recent meeting, speaking on "Increased Sales Effectiveness Through the Application of Block Programming." Beale McCulloch (c), of Metropolitan Press, is president of the club. At right is W. H. Sandiford, account executive of Mac Wilkins, Cole & Weber Advertising Agency.

SERVICE FORMULA
CAB Tells How Station Can Contribute to Community

EIGHT BASIC suggestions have been offered Canadian broadcasting stations by the Canadian Assn. of Broadcasters to aid in making stations an essential part of the community. It is suggested:

- The character and needs of the community be studied in order to fit the station's activities into the pattern.
- Station and staff should take initiative and leading part in community activities, from youth movements to parent-teacher relations.
- Station and staff should work close with local community projects and air their meetings.
- Studios should be offered to local musical, drama and other clubs.
- Special events staff should cover all local projects, especially charitable affairs, and station should provide announcers to act as emcees at such events.
- Local club luncheons and dinners ought to be broadcast.
- Local information broadcasts as weather reports and road conditions, are service projects for the community.
- Station's reporters should cover local meetings and station personnel should belong to service clubs, Red Cross, Community Chest and other community organizations.

Under CBC

NEWFOUNDLAND BROADCASTING Corp. will be taken over by the Canadian Broadcasting Corp. when Newfoundland joins Canada as a tenth province. This arrangement is listed in the proposed agreement of confederation between Canada and Newfoundland, on which officials of both countries have been at work for months. The tentative agreement has just been released at Ottawa and St. Johns. Union will depend on popular vote in both countries, planned for sometime in 1948. Newfoundland Broadcasting Corp. stations are VONF St. Johns, and VOWN Corner Brook.

WESTINGHOUSE ELECTRIC Corp., Home Radio Div., Sunbury, Pa., has introduced a new AM-FM phonograph combination console, model H-167, with ten tubes plus rectifier and phono amplifier.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Thanks to The Billboard—

"KELO practically ran the entire gamut in local promotion. It did a smooth job with painted taxi signs; film trailers; special farm programs; extensive local newspaper advertising; window displays; special public service programs; bus and transportation pieces; billboards; trade ads and letters to dealers. The entire program was well done and consistently done."

KELO *is Honored by your Overall Promotion Award*

Consider— Then Contact JOHN E. PEARSON CO.

THE *Milwaukee Story*

BY WGN OF CHICAGO

SOMETHING for nothing? Well, you decide. First, consider the importance of the Milwaukee market. Best estimates are that Milwaukee County will produce over *one billion* dollars worth of industrial goods this year. Milwaukee County, with a population of over 850,000 is the nation's *14th* richest market. Obviously it constitutes a real "plus" value to WGN accounts.

We *know* we cover Milwaukee better than any other Chicago station . . . in many cases we rate second to Milwaukee's first station. To illustrate our point: The February thru April Milwaukee Hooperatings showed WGN's daytime weekly ratings with Superman at 7.8, Dr. George W. Crane at 7.7, Heart's Desire at 7.3 and Tom Mix at 6.2 . . . night time shows included Hollywood Theatre at 11.7 (highest in Milwaukee for the time period), Crime Club at 8.9, Boston Blackie at 8.3 and Flamond with a 7.4.

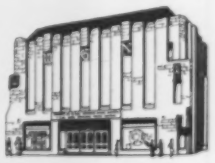
All of this adds up, we believe, to the best advertising bonus in radio today.

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

WWL WBAL KCMO KMBC KSD KXOK WMCA WHEC WHK WKRC KALE WCAU WCAE WSM KRLD KABC WOAI KHQ WTIC
WFAS WBBB WBIG WHPE WEED WSTP WAIR WSOC WTSB WJRI WMBO WBTA WBEN WGBB WQXR WKIP WRNY WNBZ WAGE
WSIC WGTC WPTW WTOL WATG WHBC WJMO WBNS WPAY WFMJ WKMA WDAR KSWI WDSU KENT WJOR WBEC WTCM WATT
WTOD WRFD WAND KWON KADA KOOS WHAT WMAJ WHIM KSOO KWFC KELD KREO KROP KGFN KSCO KPMC KCRA KRDU
KPRO KFMB KVEC KSYC KLX KLOK KXLA KFWB KTMS KBOL WTHT WMMB WBIB WNHC WBRY WNOC WKNB WTUX WWDC
KCNC KGBC KATL KOCA KSEL KRIO KSFA KECK KPLT KVOP KGKL KCOR KONO WACO KSAM KVIC KWBU KPBX KWTX
KSKY KCMC KOVO WJDY WCHV WBTM WWOD WTON WPIK WNVA WNAE WBRE WFBG WKAP WDAD WBUD WPBZ WWSW WLAN
WWON WPRO WMRC WORD WHSC WESC WAGC WTJS WHBQ WFHG WTPR KRBC KNOW KBST KHUZ KNEL KIXL WRR KFJZ
WAPO KRIS WGH WIBA WCLO WSBR WDSM WTMA KFRB WTNB WOMI KMA WSMB WCSH WGAN WCAO WTAG WJLB WRNL
KVOA KXAR KICO KHUM KSRO KSON KUCB KSMO KCOY WEAR KSYL KSO
WBML WTAD KCRG KFRM WWEZ WTTH WOAP WGRD KHMO KTTS WKYB WICC
WMBN WKZO WCAR WKAR WAZF WKXL WNDR WHKP WING WWST WHLN WEAN
WBGE WGST WMGR WDAK WBHB WCOH WFRP WNEX WSFT WGBA WKLX KOL

There are.... in this picture

They are the first stations elected to membership in The Associated Press on October 3, 1947.

They joined because they appreciate the advantages of membership in the world's greatest news gathering organization... one whose news gathering facilities surpass all others.

KPO KOA WRC WMAQ WNBC WTAM WCBS WTOP KNX WBBM KMOX WEEI WCCO KGW WFIL KSL WBAP KMPC WJR
WCOL WCLT WHKK WAKR KLPR KOCY KGFF KAKC WBBZ KCRC KVSO KWHW KAST KRUL KORE KFLW KUGN KWIN WCNR
WILS WHRV WPAG KDAL KFAM WMIN WRBC WAML WCBI WELO WMOX WROX WQBC WGCM WMBH KBOA WIBW KCKN KBMY
WLCS KSIG KCIL KLOU KNOE WNOE WTPS KWCJ WRDO WHAI WHAV WJDA WBET WCCM WNBH WELL WHFB WFUR WMUS
WOPI KRIC KGVL KBKI WFAA KVAL WLIB WDHL WINK WBLK WMON WAJR WPAR WBRW WPLH WEPM WRON WWNR WFHR
WMVA KWWB KYAK KNEW KREM KIMA KBRO KRSC WHIS WMOU WCAP WMID WBAB WAAT WCTC WFMO WJLK WOLF WKOP
WGUY WLAM WTVL WBOC WJEJ WASL WBMS WXHR WHOB WHEB WOV WGAT WBBO WCEC WSRS WLEC KRNR WRAK WJZM
WDSR WORZ WWPG WBSR WPDQ WTAL WMLT WJEF WHP WFOX WRJN KVOC KVRS KODI KVNI WJVB WMTW WAAB WILM
KHJ KARM WMAL WJAX WQAM WIOD WDBO WMBD WALB WESB WPWA WJAC WDAS WPPA WHUM WSCR WTMZ WSAN WSBA
WHBF WDEC WJLD WEBJ WKUL WAGF WMFT WJBY WHBS WWWB WKRG WSFA
WALA KFQD WHTB WTBF WTBC KOPO KTAR KFPW KLRA KDRS KXRJ KAMD
WDAE WOOB KDEC KDTH KICD KGNO KSEX KSAL KSOK KTSW KWHK KWBW
KWKH WLBJ WROM WGAU KRPL WIBV WSOY WLBH WCVS WFJS WSIV KGLO

. . 456 stations . . . .

Naturally, the list of broadcasters applying for AP membership is growing daily.

THE ASSOCIATED PRESS

50 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.

DEMONSTRATING how he used to listen to his radio 27 years ago is Pittsburgh's mayor, David L. Lawrence (l), who made the issuance of a National Radio Week proclamation the occasion for the earphone antics. Horning in is WCAE's sales manager, Carl Dozer, who is also president of Pittsburgh Radio and Television Club. The club coordinated observance of Radio Week in Pittsburgh.

Pulse Adds Cincinnati

CINCINNATI will be added in November to the list of cities measured monthly by The Pulse Inc., that firm announced last week. The Cincinnati Pulse will be issued bi-monthly, the first report to cover November and December. According to The Pulse the addition of Cincinnati will bring the firm's coverage of radio families to 6,289,880, an estimated 18.5% of the U. S. total.

New Proposal Is Handed Down In the Complex N.J.—Pa. Case

A NEW PROPOSAL for disposition of the long and highly complex case involving renewal, new-station, and modification applications of eight existing or would-be stations in New Jersey and Pennsylvania was handed down by FCC last week.

The new plan, called a "Proposed and Supplemental Decision and Proposed Order of Modification of Licenses," follows in part the assignment arrangement proposed by FCC in a show-cause proceeding for WCAM Camden, WTNJ Trenton, WCAP Asbury Park, and WHAT and WTEL Philadelphia [BROADCASTING, Feb. 10]; is in line with an earlier proposed decision and supplemental proposed decision with respect to renewal and modification applications of WTNJ, WCAM, and WCAP [BROADCASTING, Oct. 22, 1945; Sept. 16, 1946]; incorporates the conclusions of yet another proposed decision relating to three Philadelphia - Camden applicants [BROADCASTING, Nov. 4, 1946], and adds the first proposed decision on Valley Broadcasting Corp.'s application for a new station at Allentown, Pa.

The proposal would:

1. Deny renewal to WTNJ (1310 kc, 500 w, sharing with WCAP and WCAM). Station's present temporary license would be modified to 1300 kc with 250 w, daytime only, "until the deletion of the station."

2. Deny renewal to WCAM (1310 kc, 500 w, sharing with WTNJ and WCAP) unless, within 30 days from final decision, the city-owned outlet shows that it will give no further effect to a time-sale contract with Mack Radio Sales Co. If this condition is met, and WCAM shows it is able to make certain equipment changes and operate full time, its license would be modified to authorize use of 1310 kc with 250 w fulltime.

3. Grant renewal to WCAP (1310 kc, 500 w, sharing with WCAM and WTNJ) and modify its license to permit use of 1310 kc with 250 w fulltime. Its application to share time on 1310 kc with WCAM would then be dismissed as moot.

4. Grant the application of Ranulf Compton, radio news commentator, doing business as Radio WKDN, for a new station at Camden on 800 kc with 1 kw, daytime only. Mutually exclusive application of WHAT and Camden Broadcasting Co., also seeking 800 kc, would be denied.

5. Modify the license of WHAT (1340 kc, 100 w, sharing with WTEL) to authorize use of 1340 kc with 250 w fulltime, effective 30 days from final decision. If this proposal should draw objections, it would be treated as a show-cause order and WHAT would be given an opportunity to be heard.

6. Modify the license of WTEL (1340 kc, 100 w, sharing with WHAT) to authorize operation on 850 kc with 250 w daytime only. The station is now facing renewal hearing in another proceeding.

7. Grant the application of Valley Broadcasting Corp. for a new station on 790 kc at Allentown, Pa. This grant would be conditioned on Valley's applying for 500 w (instead of 1 kw) and on its acceptance of responsibility for preventing transmitter inter-modulation between the Allentown station and WKAP Allentown on 1580 kc.

Retiring Chairman Charles R. Denny and Comr. E. K. Jett voted for renewal for WTNJ with operation on a regular basis on 1300 kc with 250 w, daytime only. Comrs. E. M. Webster and Robert F. Jones did not participate in the decision.

Nine Years Old

The renewal applications of WCAM, WCAP and WTNJ date back to 1938, 1939, and 1940, respectively.

FCC proposed to deny the WTNJ application on grounds that Franklin J. Wolff, who is vice president, treasurer and general manager, "has engaged in conduct which demonstrates his inability to satisfactorily administer a license," and that the licensee "lacks the necessary qualifications . . ."

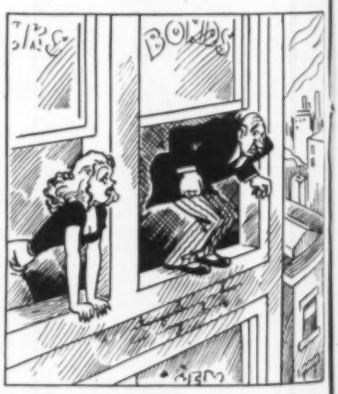
The proposed conditional rejection of WCAM's renewal bid is based on a time contract which, FCC said, gives "substantial dominion over approximately 85%" of broadcast time to Mack Radio Sales Co. The Commission recognized that WCAM is currently involved in litigation seeking to regain control of the station. But, FCC said, "we feel that to permit the present existing arrangements to continue any longer would be unconscionable and would result in delegating to other agencies the powers which have been entrusted to this Commission by Congress."

In the Camden - Philadelphia case which FCC proposed to decide in favor of Mr. Compton, the Commission reiterated its belief that Camden needs the grant more than Philadelphia and that Camden Broadcasting, the only other applicant for that city, is "not qualified." FCC cited "the attitude" exhibited by Aaron Heine, sole stockholder of Camden Broadcasting, "toward the programs broadcast over station WCAM by Mack Radio Sales Co.," which he also owns. The decision quoted him as saying he did not regard it as his function "to consider whether the programs offered by Mack Radio Sales for broadcast by WCAM would tend to produce a balanced program structure."

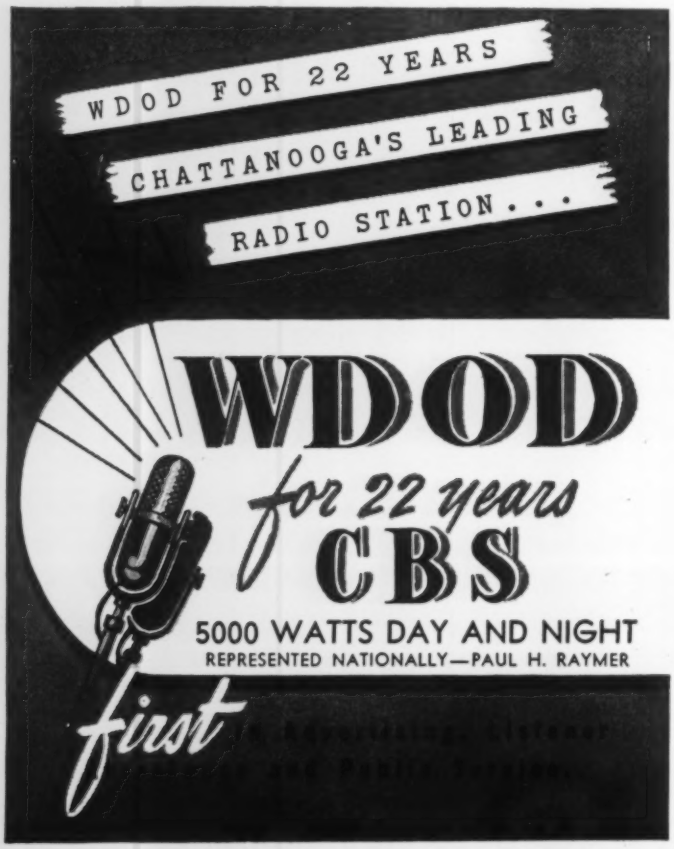
Valley Broadcasting, proposed grantee for Allentown, is headed by Howard Wasserman of Bryn Road, Pa., chief stockholder of Artloom Corp. (floor coverings), who holds 53% of issued stock and would be sales manager of the station. Joseph M. Nassau, who has station management experience dating to 1922 and who in 1944-46 was general manager and 12½% owner of WEEU Reading, would be general manager of the Allentown outlet and ultimately would own 25%. Other stockholders and their present interests include John Morgan Davis, Philadelphia attorney, majority stockholder of WALL Middletown, N. Y., and former NAB general counsel, who has 7%; Lawrence M. C. Smith, attorney, who has 26%, and Robert E. Brader, businessman, and Mrs. Florence B. Pierson, sister-in-law of Mr. Davis, who have 7% each. The company plans to affiliate with ABC.

Pioneer

SKY WRITING just ain't in a 17th century sky. Ray Enright, Hollywood free-lance motion picture director, recently spent a full day in shooting an outdoor sequence of a 17th century picture. When the rushes were viewed that evening, they were deemed perfect—with one exception. In the sky above was clearly seen "KMPC, now 50,000 watts."

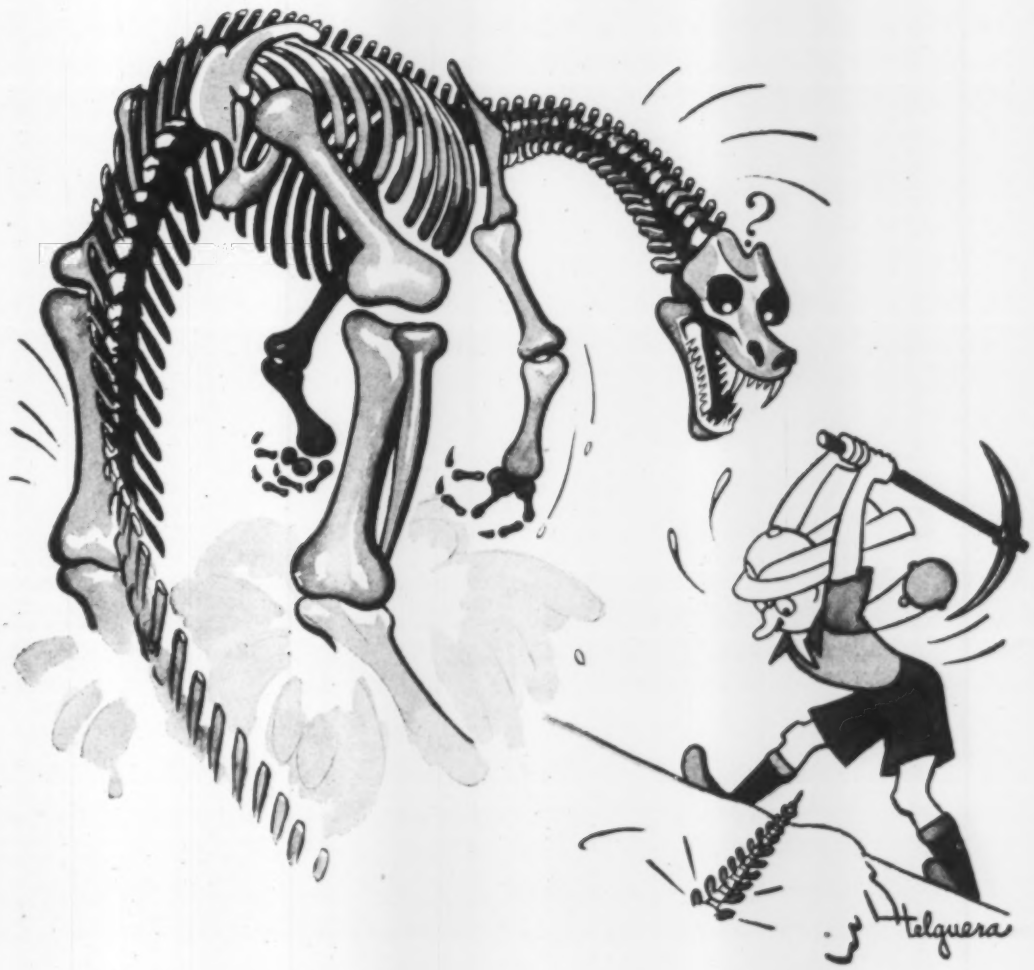


"Don't jump, Boss—I forgot to remind you of the 'Break the Bank' show on WFDF Flint tonight."



IF IT'S DINOSAURS YOU WANT...

Use a pick in the Gobi Desert!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

Wage & Hour Adm. to Hold Hearing on 40-Hour Week

FORMULA to decide what employes are exempt from the 40-hour work week will be sought in a hearing starting Dec. 2 before the Wage & Hour Administration.

Since the Administration has wide discretion in deciding what workers are entitled to premium pay for work over 40 hours in a week, the hearing is expected to develop a set of definitions and standards.

Many problems involving broadcast industry personnel are involved in the hearings. NAB will participate, according to Richard K. Doherty, Director of Employe-Employer Relations, in an effort to get a clarification of many phases of industry operation.

In seeking clarification of rulings as a basis of determining what employes are in the administrative and professional group, NAB hopes to obtain formulas helpful in deciding on payment of fees for special events feeds, fees out of stretch, fees for announcing commercials and similar problems. Status of farm editors, news editors, women directors and others is involved, since they would be exempt from the 40-hour week if classified as professional people. Rights of freelancers also are involved, along with outside salesmen.

Present regulations specify that executives must receive at least $30 a week on a salary basis, with an administrative employe receiving $200 a month or $50 a week on a salary or fee basis. Professional employes must receive at least $200 a month.

Because of living cost changes, the CIO United Electrical Workers union is asking a $500 monthly salary to qualify as an executive, administrative or professional employe. On the other hand, the U. S. Chamber of Commerce last week asked Congress to eliminate overtime provisions of the Wage-Hour Act requiring time-and-a-half wages for all work over 40 hours.

Film Spots Budgeted

EAGLE-LION FILMS, in budgeting $250,000 for *The Upturned Glass* starring James Mason, will use spot announcements in key stations throughout the country. Agency: Monroe Greenthal Adv.

DISC JOCKEY

DULUTH, MINN.—Look who's making tracks with his galloping equinescalator. It ain't the Lone Ranger . . . it's Otto Mattick out on a survey of KDAL's 3-state coverage on that new 5,000-watt power.

Says Otto: "KDAL carries so far on that blessed 610 frequency, not even the Lone Ranger could track down a soul who doesn't tune in KDAL in this 3-state area."

The MORAL: If you'd like to make big tracks in this north country (don't get a horse) just contact Avery-Knodel and they'll explain why KDAL can carry your message better than ever to more people.

MANAGEMENT

ROGER A. SHAFFER, since 1940 assistant manager of WSPA and WSPA-FM Spartanburg, S. C., has been appointed managing director of those stations. Mr. Shaffer entered radio in 1932, following directorship of stage and radio productions for Bloomington (Ill.) Community Players, group presenting regular programs over WJBC Bloomington and WMBD Peoria.

BEN ACKERMAN, chief engineer of WGST Atlanta, Ga., has been appointed assistant manager of WGST and WGST-FM. He will continue his duties as chief engineer. Mr. Akerman joined WGST in 1930 and has been chief engineer since 1931.

Mr. Ackerman

COL. ROBERT R. McCORMICK, president of WGN Chicago and editor and publisher of the Chicago Tribune, left Chicago late last month for airplane tour of the Pacific and Orient. Col. McCormick's weekly addresses on "Chicago Theatre of The Air" broadcasts on WGN are transmitted by shortwave to San Francisco and thence to MBS network.

E. J. (Mike) HUBER has been appointed general manager of WGIL Galesburg, Ill. succeeding **KENNETH SCHLEIFER.** Mr. Huber is a partner in advertising firm of Schoenfeld, Huber & Green, Chicago and prior to entering agency business was advertising and promotion manager of ABC in Chicago.

Mr. Huber

GALEN O. GILBERT, former commercial manager of KBYE Oklahoma City, has been appointed manager of KVLH, new station under construction at Pauls Valley, Okla. KVLH expects to begin operations this month. Prior to his association with KBYE, Mr. Gilbert was commercial manager of KUOA Siloam Springs, Ark.

EUGENE CARR, radio director for Brush-Moore Newspapers Inc., has been added to board of directors of Ohio Broadcasting Co., owner of WHBC Canton, and Scioto Broadcasting Co., owner of WPAY Portsmouth; both broadcasting companies are subsidiaries of Brush-Moore. Articles of incorporation of Brush-Moore have been amended to authorize company to engage in radio and other forms of broadcasting. Mr. Carr also has been elected president of Canton Chamber of Commerce.

Mr. Carr

E. L. BUSHNELL, director-general of programs for CBC, Toronto, is making a tour of eastern Canadian stations to discuss program problems of all stations in Maritime provinces.

A. E. JOSCELYN, who resigned recently as vice president in charge of sales of Northwest Linseed Oil Co., Minneapolis, following change of ownership and reorganization, plans to spend several weeks in New York and other eastern points in connection with re-entering the radio management field. He was formerly general manager of WBT Charlotte and afterward of WCCO Minneapolis, which position he resigned last April to join the Linseed Oil Co.

Mr. Joscelyn

CARL GEORGE, assistant manager of WGAR Cleveland, is in Hollywood for one week conferring with KMPC Hollywood executives and promotion department on latter station's power increase to 50,000 w.

JAMES GAINES, director of NBC owned and operated stations and general manager of WNBC New York, is the father of a girl, Mary Elizabeth, born Oct. 20.

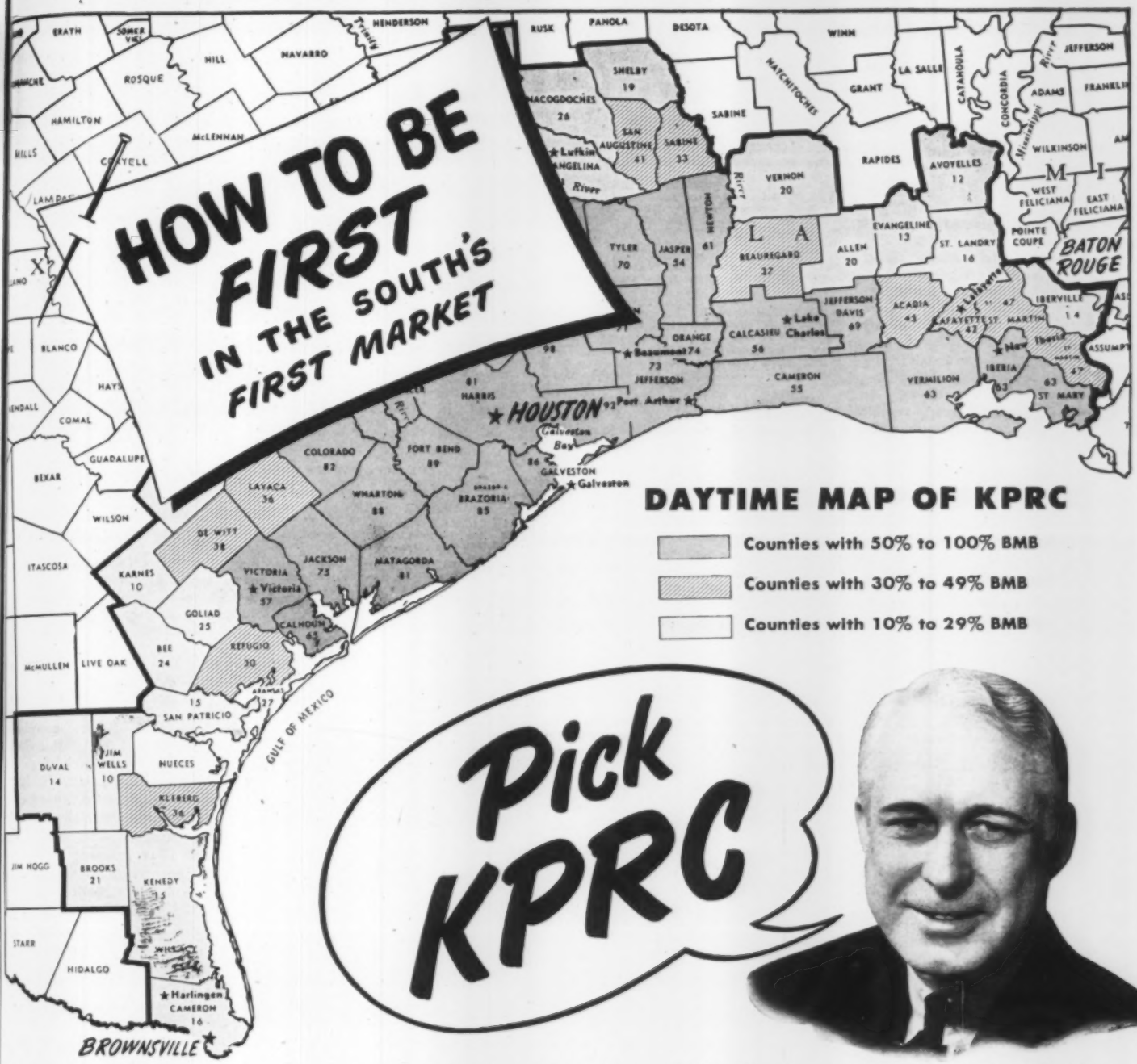
COL. KIETH ROGERS, owner of CFCY Charlottetown, is recovering at his home in Charlottetown from a heart attack.

MOVIES DID NOT LAG IN VIDEO—FAIRBANKS

COUNTERING statements of Paul J. Larsen in address before SMPE in New York, Jerry Fairbanks, head of film production firm bearing his name, expressed belief that film industry had not missed movie boat as applicable to video.

"Independent Hollywood producers have been on the band wagon for some time," he said. "Mass production of films exclusively for television is already under way," Mr. Fairbanks explained. "Some producers have been experimenting with films for video for more than three years and have developed techniques which compare favorably to theatrical pictures," he concluded.

Finally, in defense of major movie producers whom Mr. Larsen charged with "apathy," Mr. Fairbanks pointed out that "some like Paramount have actually helped pioneer television" but "most majors have no real reason to aid the program. Television will be but a sideline to the exhibitors, despite all the blue-sky talk about theatre television."



Pick KPRC

Houston is more than just the South's first market. It is America's third largest port. And KPRC is first in this tremendous market. First by the yardsticks that count: audience rating . . . network affiliations . . . local programs.

The easy way to put your client in touch with the biggest audience in all Houston and the Gulfcoast area is obvious: Pick KPRC. Call us. Or call Petry for availabilities now.

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES
5000 WATTS

National Representatives: Edward Petry & Company

Affiliated with NBC and TQN • Jack Harris, Manager

UNSATURATED MARKET FOR SETS HELD HIGH

THE POTENTIAL U. S. market for radio sets is only slightly more than one-third "saturated" instead of the 90% figure commonly accepted, according to Max F. Balcom, president of the Radio Manufacturers Assn. and vice president of the Sylvania Electric Co.

Mr. Balcom, who spoke on "The Radio Industry Raises Its Sights" at a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt, New York, last week, hastened to add that the lower figure is based on the concept of four radios for each home, instead of one to a famiiy.

Mr. Balcom declared that the RMA was cognizant of this situation when early this year it launched a "radio in every room" sales promotion campaign. He added that by adopting and financing this program the RMA "raised the sights" of the industry and "pointed the way to continuing high production and prosperity for manufacturers, distributors and dealers . . ." Another slogan of the RMA campaign, Mr. Balcom said, is "A Radio for Every Purpose," aimed at promoting the sale of automobile radios and portables.

Production of television sets this year is expected to reach 200,000, he disclosed. He estimated the 1947 output of radio receivers at a new peak of 17,000,000.

COMMERCIAL

DONALD A. NORMAN, formerly of NBC National Spot Sales Dept., has been appointed sales manager of WNBC New York, effective Nov. 10. He replaces **WILLIAM O. TILENIUS,** who has resigned to join John Blair & Co., New York. Mr. Norman joined NBC National Spot Sales four years ago in San Francisco as an account executive, moving to Hollywood as spot sales manager of the Western Div. Before joining the network he was Pacific Coast field supervisor for the A. C. Nielson Co.

DON L. KEARNEY has been named national sales manager of Mutual network co-operative programs. Mr. Kearney joined the network's co-op department last April as an account executive. Before that he was an account executive for Katz Agency in Boston and New York.

Mr. Kearney

HILDA LeBLANC CLARK, local representative for sales for WFAA Dallas, has been elected to board of directors of the Dallas Adv. League.

ROLLAND REICHERT, former traffic supervisor with NBC Central Division, has been appointed program bookings supervisor of the division, succeeding **LAURA SATTERWHITE WICKER,** resigned.

CHARLOTTE F. STERN has been appointed director of advertising and promotion for WABD New York, DuMont television station. Miss Stern was formerly television promotion manager for NBC.

AVERY-KNODEL Inc. was appointed national represtnative for WAGA Atlanta, Ga., effective Nov. 1. WAGA formerly was represented by **HEADLEY-REED Co.**

JOSEPH HERSHEY McGILLVRA, Inc., station representative, has announced the opening of a southeastern office under management of **CLAYTON J. COSSE.** Office will be located in Rowan Bldg., 122 W. Innes St., Salisbury, N. C. Mr. Cosse formerly was executive vice president of Salisbury-Spencer Merchants Assn. and previously had been with Stanback Co. Ltd. of Salisbury.

Mr. Cosse

EDWIN POND, formerly with advertising department of Augusta (Ga.) Chronicle, has joined sales staff of WTNT Augusta.

MARGIE CLARKE, formerly with WGST Atlanta, has joined traffic department of WWL New Orleans.

HEADLEY - REED Co. has been appointed national representative for WCON Atlanta, Ga., effective Nov. 17.

DON FAIRBAIRN, commercial representative of CBC, Toronto, has resigned to freelance in Toronto as announcer-producer. Before joining commercial department earlier this year, he was farm broadcaster of CBC.

WEED & Co. has been appointed national representative for WVET Rochester, N. Y.

ALBERT H. MEYER has joined KIST Santa Barbara, Calif., as account executive.

JULES DUNDES, sales promotion manager of WCBS New York, is the father of a girl, Sue Resa.

HOMER GRIFFITH CO., station representative, has moved Hollywood offices to 6912 Hollywood Blvd. Telephone: Hollywood 6281.

HENRY FLYNN, head of CBS Radio Sales, Los Angeles, is the father of a girl born Oct. 27.

ANDRIENNE HOVDE and **PATTY SMITH** have joined traffic department of KWSC Pullman, Wash.

DAVID M. KIMEL, sales manager of WLAW Lawrence, Mass., and Grace Berry have announced their marriage.

DOROTHY PHILLIPS, chief accountant of KFOX Long Beach, has announced her engagement to Robert Breen, with wedding date to be set in November.

NEIL MURPHY, accountant at WWL New Orleans, is the father of a girl.

BREAKS IN MOOD

WWRL Ties in Announcements With Adjacent Programs

CUSTOM-tailored station breaks are the latest production innovation at WWRL New York.

The station has prepared a total of 101 different transcribed announcements, each written to follow or precede a specific show or type of program. Idea was originated by Fred Barr, WWRL program director, who says: "Little attention is paid to the station break. Serious dramatic or solemn religious program will be followed by a light station break that comes on like gangbusters, while a popular record show is often followed by a station break voiced by a somber, dirge-toned announcer."

For popular music show, for example, WWRL is currently using 24 varied station breaks with the announcer giving the call letters against a background of light music. Sample: "Your dial is set at the bright spot for music, WWRL New York." Serious music programs are followed by station breaks transcribed against a harp and vibraphone background. WWRL news shows are preceded by one of 30 different crisp-voiced announcements.

Pet Milk Renews

OLDEST continuous program on CBS, *Mary Lee Taylor* has been renewed by the Pet Milk Sales Corp. for a 15th year, it has been announced by William C. Gittinger, CBS vice president in charge of sales. When Pet Milk began advertising on CBS with *Mary Lee Taylor* in 1933 it spent less than 10% of its consumer advertising budget with the network, according to CBS. Since 1937, Pet Milk has devoted its entire consumer advertising budget to CBS radio. *Mary Lee Taylor* is heard Saturdays, 10:30-11 a.m., and *Saturday Night Serenade,* also sponsored by Pet and now in its 12th year on CBS, is heard Saturdays, 10:30-11 p.m. Agency for both shows is Gardner Adv., St. Louis.

Extent of Broadcasting Coverage Is Discussed

RADIO reaches more people than any other advertising medium, Frank E. Pellegrin, NAB Director of Broadcast Advertising, told the Cincinnati Advertisers Club at a Radio Week luncheon.

He reviewed the extent of broadcasting coverage, citing case histories to show its effectiveness as an advertising medium. Also a guest at the luncheon was Ray C. Cosgrove, past president of Radio Manufacturer's Assn., general manager of the Crosley manufacturing division, and chairman of the joint NAB-RMA liaison committee that planned the week's celebration.

A good hunter doesn't waste shells on the "Fringe Birds"... he places his shots where they're Bunched

A time-buyer doesn't waste his "sales shots" either. That's why so many are buying KFDA, an American affiliate, in the AMARILLO, TEXAS MARKET. The station that reaches the POPULOUS PART of this aggressive market—EFFICIENTLY AND ECONOMICALLY.

Ask a John E. Pearson representative for facts.

THE ONE YARD STICK

You can measure the value of a radio station only by its power to produce sales in profitable volume. WAIR is one of the outstanding money-makers of the country. Want more facts? Write! Wire! Call!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

EXTRA REACH
GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE "MORNING • NOON • NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK plays Romeo . . . and woos a plump *extra* market that'll put *extra* profits right in your lap! It's that famous KXOK *reach* that does it (Bless that clear signal at 630 on the dial). Yes, KXOK reaches all around those 30 lush and prosperous counties within a hundred miles of St. Louis, and gathers the listeners in! KXOK, alone, delivers over 22.1% of the total listening audience. (Bless that clear signal at 630 on the dial). Twenty other stations, from near and far, divide the rest. How plump is this extra market? These thirty counties add practically a million spenders to KXOK's million and a quarter "home market," St. Louis. Compare KXOK's long reach . . . and low rates . . . you'll see why KXOK is rated tops with advertisers marketing in St. Louis and the thirty-county area. The thirty counties are just a portion of KXOK's 115 daytime counties . . . 98 nighttime counties according to BMB.

* *Based on a comprehensive coincidental survey in the thirty lush counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Company. Write KXOK for a summary of this revealing County Coincidental Survey — or call your "John Blair Man" with offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.*

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 K C • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

Announcing WORLD

HERE'S WHAT YOU GET:

2100 selections by more than 100 popular entertainers — Over 2100 individual

1800 programs in a single package — Over 1800 15-minute

THE World Feature Library is composed of 12 Features, each made up of 156 15-minute broadcasts. There are more than 2100 musical units in the Library, which may also be used individually in the building of programs to meet special needs.

World Feature Library

Hoosier Hot Shots
Sagebrush Serenade
Songs of Beautiful Hawaii
Vibraphonia
Accordiana
Golden Bantam Revue
Chapel Hymns
Jam Session
A Call From Les Paul
Here Comes Louis Jordan
Polka Holiday
Fiesta Grande

Available in either vertical or lateral recording. Supplied complete with disc file cabinets and index file pockets.

FEATURE LIBRARY

12 AUDIENCE-BUILDING SHOWS ...ALL IN ONE PACKAGE!

A GREAT VARIETY of musical entertainment by well known artists. Music of wide appeal. Sparkling Continuities. Each show, a gem of its kind, is made up of 156 15-minute broadcasts.

The music embraces instrumental novelties, Western songs, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion and Guitar—and Louis Jordan, the biggest little band in America.

Here is an ever ready source of complete shows and transcribed music equally suitable for sponsored or sustaining programs.

In all, the World Feature Library contains more than 2100 musical selections. There are 1404 15-minute Continuities plus musical programming for another 468 quarter hour broadcasts, enough material for over 1800 15-minute programs.

The whole Library—Music and Continuities—is delivered to you in a single package, which means that you can *guarantee delivery*, when you offer these shows for sponsorship.

Lasting Value

Most of these Features have already been tested—and proved—on the air. This great variety of musical material is of the kind that never grows old—which can be played and enjoyed again and again.

World-Famous Quality

All are available in either vertical or lateral form. All are of the superior quality for which World is famous. Their high fidelity makes them equally valuable for either AM or FM broadcasting.

• • •

Exclusive rights for most markets at *LOW COST*. For full information and prices, write, wire or phone the nearest office of

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK
50 West 57th St.

CHICAGO
22 West Hubbard St.

HOLLYWOOD
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited
1261 Shearer Street, Montreal 22, Quebec

Editorial

Toward Freedom

LAST WEEK National Radio Week was observed throughout the nation. Launched three years ago to promote set sales and stimulate listening it has done much to instill into the public mind two facts: 1. A free radio is one of the nation's most prized possessions. 2. America is one of the few places on this globe where there is a free radio.

American radio doesn't have to be sold. For the price of a receiver everyone, everywhere, no matter what his station in life, can hear the finest entertainment the world offers. The American audience is made up of 94% of all the families in the nation.

But radio's right to be free can't be taken for granted. It is freedom of speech that is involved and that must be defended constantly. Radio is the first line of defense, a fact which other media have only recently realized.

An example is John S. Knight, leading publisher and more recently station owner, who sees in the Blue Book an impingement upon the free speech guaranteed by the Constitution. "A free press and a free radio should go hand in hand," he said in an editorial published in his newspapers *(Chicago Daily News, Detroit Free-Press, Miami Herald, Akron Beacon-Journal)* pledging their support to the cause that is as basic as the Bill of Rights itself.

Paul V. McNutt, counsel for the Motion Picture Assn., in the toils of the House Un-American Activities Committee investigation of Hollywood, pointed out that the basic issue of the inquiry is not Communism but freedom of speech. He held the "free screen" has been singled out first for an attack on its right of freedom of expression and that the press, the radio and other instruments of communication will follow. We concur in the scope of the threat but not in the sequence. Radio was first target of the attack and received little help from other media, perhaps because it was then a new competitor for the advertising of the newspaper and the audience of the silver screen.

It has taken time and travail to impress these older media with the danger to all in radio's plight. If all media for mass communication unite there can be no failure. The public would not condone it. But the public must be kept informed and only by maintaining a free flow of speech, by whatever means it is conveyed, can the public know.

So radio observed its 27th anniversary all last week—a week in which the movies were on the hot seat and the press became incensed over the movies' plight. A new kinship was developed.

Newspaper Week, Oct. 1-8, was recognized by the White House with a strong admonition of vigilance in defense of press freedom. Last Wednesday—after Radio Week was half-through—the White House released a letter from the President to NAB President Justin Miller that made no reference to the freedom of radio.

It is a pity that, in spite of the object lesson of a kept Moscow radio daily spewing angry words against America, the President did not emphasize, as he has before, the need for even greater freedom for American radio.

The Nub of NARBA

WITHOUT DETRACTING from the obvious potentials of both FM and television, standard broadcasting is destined to be the foot-soldier in the radio parade for some time. It therefore behooves all those in radio to look to the safeguarding of AM service, lest we lose by default, lethargy or overt act, any substantial amount of service before these other media are full-blown or ready to take over.

Two proceedings of paramount importance to the welfare of standard broadcasting are current. One is the preliminary engineering conference in Havana, which got under way Nov. 1 and which precedes the treaty conference in Canada next August. The other is the wind-up of the final phase of the clear channel case before the FCC.

The clear channel case we must assume will be decided in due course on its merits. It has been around almost since broadcasting began. It is approaching the point of decision, involving as it does, the question of minimum power to be used on clear channels.

But there are steps that should be taken to safeguard our hemispheric position before any decision is reached on the power issue alone domestically. Mexico has proposed a minimum power of 100,000 w on clear channels. Our present limit is 50,000 w by virtue of a "sense of the Senate" resolution adopted in 1938, but which actually does not have the force of law. The NARBA treaty now provides that if a nation does not make maximum use of a channel in a year, other nations may use it.

Thus, if Mexico, perchance, should prevail on its proposed increase to a 100,000 w minimum and we stick to a limitation of half that output, we would stand to lose choice facilities, not through duplication in our own country, but through preemption by other North American nations.

This is not to support clear channels with higher power or to argue, conversely, for full-scale duplication. Let that decision come on an appraisal of the testimony. But let us take the necessary steps to preserve our position as a nation and our right as to the use of the channels now exclusively assigned to us.

Mexico's demands for a full-scale reallocation of the broadcast band are too ludicrous to take seriously. But Mexico may be asking for an arm with the idea of settling for two fingers: Boosting of the power limit, and invoking of the one-year preemption clause.

There are now four stations in Mexico using 100,000 w—double our maximum. At least two of these are equipped for 200,000 w output, but can not go up because the primary power plants can't supply the energy.

Mexico is poised to exercise squatter's rights. You can expect other nations on the continent, who show only cursory interest in FM and television (being satisfied to let Uncle Sam spend the pioneering money) to cast covetous eyes on our standard channels. That's why, as long as standard broadcasting remains the bread and butter medium, it is of fundamental importance that we protect our allocations among nations of this continent.

Decision of Democratic party leaders to hold their convention in Philadelphia gives television undisputed claim to the title of Lustiest Infant of the Year. Recognizing the appeal of "seeing as well as hearing" the convention and its leaders, the Democratic Committee followed in the footsteps of its G.O.P. counterpart. It gave the nod to the Quaker City because the "convention could be televised for half the country from Philadelphia but not from San Francisco," the rival bidder.

Our Respects To—

ALBERT WAYNE COY

IF WAYNE COY has a radio credo, it runs something like this:

"Bring your audience up to the level of your programs; not your programs down to the level of your audience."

That is not to say this journalist, turned Federal administrator and latterly broadcaster, believes in the precepts of an FCC Blue Book. He applauds that which the Blue Book achieved, but perhaps would question the manner in which it was accomplished.

A mild-mannered man of 44, who wouldn't displace 150 pounds soaking wet, Mr. Coy has a well-earned reputation in Washington officialdom of being an astute super-efficient administrator, who can be as stern as the occasion demands.

Assistant Director of Budget

But Mr. Coy never liked dealing in digits, though he approached genius in putting them together and making others like them. He was Assistant Director of the Budget from 1942-44, after having served two years as one of President Roosevelt's anonymous assistants, and in other high Federal capacities under former Federal Security Administrator and ex-High Commissioner of the Philippines, Paul V. McNutt.

Brilliant but not flashy, Albert Wayne Coy is a rather unique combination of man who has preserved his sound Hoosier sense of proportions up through his Indiana newspaper days, his term of distinguished political service and his career as an independent broadcaster. Introduced to radio in 1944, when he joined the *Washington Post* as assistant to owner Eugene Meyer, he has developed a deep appreciation of and affection for the medium. He regards it as a projection of journalism and as a field which still has plenty of places to go. It's a challenge. Mr. Coy's love for that kind of adventure has carried him around the world.

In his four years in radio, Mr. Coy has served as one of the moving spirits of the FM Broadcasters Inc., forebear of the present FM Assn., as a member of the latter's board, and as a small station director of NAB. He has served on a number of NAB committees. His flair for organization resulted in the recently announced sharp reduction in application forms for broadcasting operation by the

(Continued on page 54)

Toward an improved correctional program and better crime control through public understanding and action.

OREGON PRISON ASSOCIATION

720 CASCADE BUILDING
PORTLAND 4, OREGON
ATwater 3458

MRS. JOHN R. CATLIN, PRESIDENT
GEORGE P. STADELMAN, VICE-PRESIDENT, THE DALLES
JACK R. PARSONS, VICE-PRESIDENT, EUGENE
JOE J. KING, SECRETARY-TREASURER
ROBERT H. DANN, VICE-PRESIDENT, CORVALLIS
MANCHE I. LANGLEY, VICE-PRESIDENT, PORTLAND
SENATOR FRANK H. HILTON, LEGAL ADVISOR
CLAIRE A. ARGOW, EXECUTIVE SECRETARY

"The Walls of Jericho" ... Climaxed a solid year of weekly live dramas on **KOIN** ... all of them pointed toward the 1947 Multnomah County Community Chest Drive!

Radio Station KOIN
New Heathman Hotel
Portland 5

Dear Sirs:

I want to express my admiration and gratitude for your excellent program Wednesday, "The Walls of Jericho." To my way of thinking it was an outstanding piece of work both as to script and production. The philosophy employed, giving the people of Portland examples of need and then so nicely tossing the responsibility upon them for caring for those needs, was powerful. I do believe the community will support the Chest properly only when it is thoroughly familiar with the reasons funds are needed.

Your emphasis upon the value of prevention is music to the ears of this agency. Our program stresses prevention more and more because we are certain that an investment in prevention will pay lasting dividends.

Such well handled programs as you did Wednesday will help a lot, and I feel sure our whole board would be as enthusiastic as I am if they heard the broadcast. Thank you for the job.

Sincerely yours,

Helen A. Catlin

October 10, 1947

Mrs. John R. Catlin

KOIN
A Marshall Field STATION
PORTLAND OREGON
CBS
AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 52*)

FCC. He headed the industry committee that worked it out with the Commission.

Albert Wayne Coy began his political life in 1933 when he left the editorship of the *Delphi Citizen*, a militant weekly in that militant Hoosier state that perhaps has spawned more famous newspaper men than the other 47 combined. He became secretary and right-hand man to the newly elected Gov. McNutt. He then became director of the Governor's Commission on Unemployment Relief; then administrator of the State Welfare Dept., which he organized. His first call to Federal service came in 1935 when he served as state and regional administrator of the Works Project Administration. This two-year tenure brought him into intimate contact with Harry Hopkins, and it was Washington, the White House, and the New Deal whirligig from there on.

When Mr. McNutt went to the Philippines, Mr. Coy was at his elbow. Returning in 1939 with Mr. McNutt, who had been named administrator of the Federal Security Agency, Mr. Coy found himself assistant administrator. Two years later, it was the White House proper, as special assistant and liaison officer of the White House and Office of Emergency Management. There he was the "eyes, ears and legs" of the President. He was between the White House and all of the emergency agencies, channeling and interpreting their moves to the President, and imparting the President's ideas to the agencies. He once described it as "a sort of leg-man job," or "a minor clerk in a major way."

Washington columnist Ernest K. Lindley once wrote of him: "Coy knows public administration as few men do who have not given their lives to it—and in the process lost all their imagination. Like Budget Director Smith and a handful of other first-rate public administrators, Coy is able to understand public policies and to devise means of furthering them."

He is, Mr. Lindley continued, "a level-headed liberal without an ax to grind or personal political ambitions, and a top-notch administrator."

Wayne Coy has turned down a half dozen proffers of both Government and private jobs in the last few years. A couple of them have been in radio, but he won't discuss these. It is public record that in March 1946, he was unable to accept an offer to become Assistant Secretary General of United Nations, under Trygve Lie.

As to the personal history of Albert Wayne Coy: Born in Shelby County, Ind., Nov. 23, 1903. Received his AB from Franklin, Ind., College in 1926; in 1940 his alma mater bestowed on him the honorary degree of Doctor of Letters. He married the charming Grace Cady in 1927. They have two children, Stephen Cady, 16, and Albert Wayne, 9.

Before going to college, Wayne Coy began earning his livelihood as a reporter. At the ripe age of 16 he broke in on the *Franklin* (Ind.) *Star*, becoming its city editor in 1926. From 1930 to '33 he was editor and publisher of that enterprising *Delphi* (Ind.) *Citizen*. In between, he worked on the *Indianapolis Star* and had as many harrowing city hall experiences as befall most crusading reporters. But he doesn't talk about those either.

Mr. Coy is a member of the American Academy of Political Science, Phi Delta Theta, Sigma Delta Chi. He is a Baptist. He indulges in occasional vicarious bridge, but is an easy mark for Mrs. Coy at gin-rummy. He claims the distinction of having the highest handicap and the highest score of any Washington golfer.

Allegro Alligator

ALLEN GREY, producer at WPEN Philadelphia, raised his eyebrows when Herbert C. Brown, 79 years old, walked into the studio and said he yearned to appear on *So You Want To Be a Disc Jockey*. Moreover, Mr. Brown, a native of England, announced this jive stuff was not for him and that he intended to spin nothing but Wagner. "If I win," said the oldster, "I'll play something light next time, like Debussy."

Clay Replaces Kellam As Manager of KWKH

MANAGEMENT of KWKH, 50-kw *Shreveport* (La.) *Times* CBS outlet, was taken over Oct. 23 by Henry B. Clay, former general manager of WLAY Muscle Shoals, Ala., and also previously associated with WLAK Lakeland, Fla., and WDAK Columbus, Ga. He succeeds Kenneth K. Kellam, who left KWKH to manage the Wray-Furlow Motor Co., Marshall, Tex.

Mr. Clay

A native of Atlanta, Mr. Clay entered the Navy in June 1941 following his graduation from Vanderbilt U. After attending midshipmen's school at Northwestern U. he was commissioned an ensign. He had reached the rank of lieutenant-commander when he was released to inactive service in September 1945.

News

GEORGE MARR, formerly with NBC New York, has been appointed special events manager for WTMJ-TV MILWAUKEE, scheduled to go on the air Dec. 3. Mr. Marr joined NBC in 1930 remaining there for four years. He later worked with WMCA New York, WITH Baltimore, WHDH Boston, and did studio production work for MGM in New York. Prior to joining WTMJ-TV he had been studying NBC television in New York.

WALT RASCHICK, former associate editor of Holiday Magazine, has been appointed director of news bureau of KSTP St. Paul-Minneapolis. He previously had been with Knox Reeves Adv., Minneapolis, for six years as account executive and director of public relations.

Mr. Raschick

STEWART ALSOP, author and Washington correspondent, Oct. 26 replaced **RAYMOND SWING** on the latter's weekly ABC quarter-hour of news analysis 1:15 p.m., and continuing until Nov. 23, when Mr. Swing is due to return to the air after completing a lecture tour.

PAUL CAPRON, news director of WCAU Philadelphia, is the father of a boy.

ARTHUR HOLCH Jr., news editor with NBC Central Division, has been transferred to news and special events department of NBC New York.

WELLS RITCHIE, supervisor of press and information of Canadian Broadcasting Corp., Toronto, resigned Oct. 31, and leaves broadcasting to become managing editor of the monthly Canadian magazine, Mayfair. He joined CBC news department in 1940, and wrote first news bulletin to go over CBC National News Service Jan. 1, 1941. He was appointed supervisor of press and information in September 1942. Prior to joining CBC he operated publicity bureau in Toronto and was Ontario representative of Transradio Press.

Mr. Ritchie

CHAB Moose Jaw, and CKOX Woodstock, have signed with Press News Ltd., for daily news service, bringing to 77 total number of stations taking PN service. CHAB started service Nov. 1, and CKOX will take service when it goes on the air on Dec. 6.

SAM ZURICH, sports announcer at WTNT Augusta, Ga., and Eileen Kemmler have announced their marriage.

LES HIGBIE, formerly with WBCC Bethesda, Md., has joined news staff of WOL Washington, as night news editor.

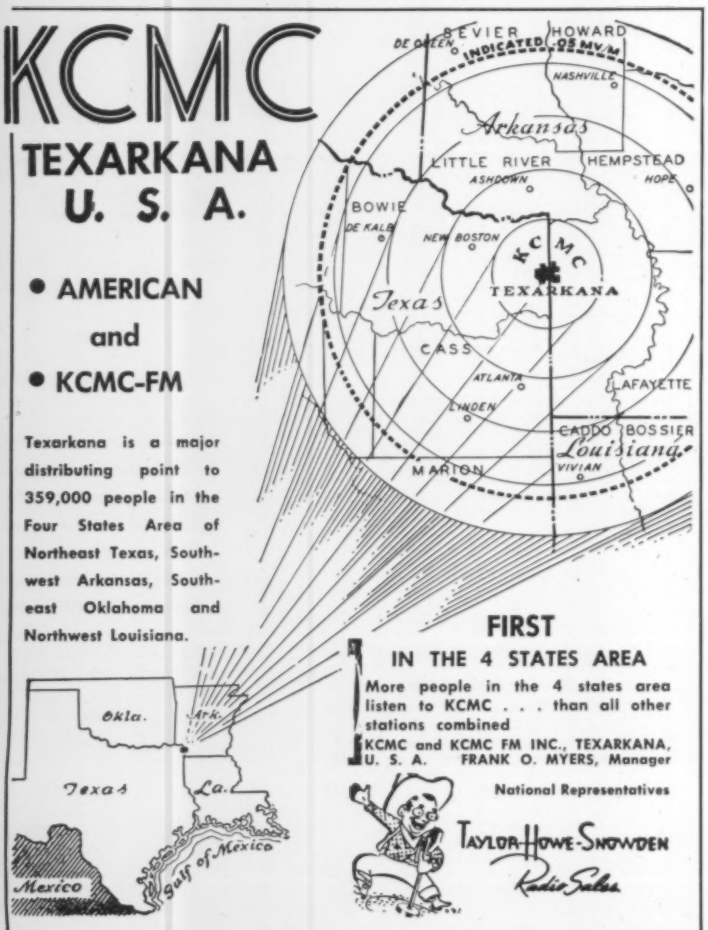
WNYE-FM New York is installing new transmitter which will boost power to 10 kw. Station is operated by New York Board of Education.

KCMC

TEXARKANA U. S. A.

• AMERICAN and • KCMC-FM

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



FIRST IN THE 4 STATES AREA

More people in the 4 states area listen to KCMC . . . than all other stations combined

KCMC and KCMC FM INC., TEXARKANA, U. S. A. FRANK O. MYERS, Manager

National Representatives

TAYLOR-HOWE-SNOWDEN Radio Sales

WBTM

DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region *

Now 5000 Watts 1000 Night

PHONE SANDY GUYER DANVILLE 2350

** In a certified postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*

American Broadcasting Company

GEORGE P. HOLLINGBERY CO.

National Representatives

WCAU—The Philadelphia Station with Umbrella Coverage

With 50,000 watts of power surging out in all directions, WCAU covers—*and is listened-to-by*—more people than any other Philadelphia radio station*.

*Pulse of Philadelphia
Hooper
BMB

"Umbrella Coverage"

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

AGENCIES

LOUIS TILDEN, radio director of Sherman & Marquette Inc., Chicago, has been elected vice president of that agency, with which he has been associated since 1945. Mr. Tilden was previously an account executive of NBC Central Division.

LOUISE LUDKE, formerly production and media director of Barton A. Stebbins Adv., Los Angeles, has joined Glasser-Gailey Inc., in similar capacity. **RUSS DAVIS**, former editor on Holiday magazine, and **ERIC J. CUDD**, public relations director for Public Relations Research Service, Pittsburgh, have joined public relations department of Gray & Rogers, Philadelphia. Mr. Davis, appointed an assistant publicity director, was a newspaperman in Mid-West and Philadelphia for 11 years and has written for magazines, including Saturday Evening Post and Collier's. Mr. Cudd, appointed a contact man, has had 11 years service on newspapers in Washington and Philadelphia, and helped direct Allegheny Ludlum Steel Corp.'s public relations program in Pittsburgh.

Mr. Davis

Mr. Cudd

JOE THOMPSON, Sullivan, Stauffer, Colwell & Bayles Inc. Hollywood producer of "Hollywood Star Prevue" and "Jimmy Fidler," has resigned to freelance. **NAT WOLFF** will produce former program and **DICK UHL**, formerly of Ruthrauff & Ryan, will oversee Fidler series.

GORDON E. HYDE, president, Federal Adv., New York, was elected chairman board of governors, New York Council of AAAA, replacing **HAROLD B. THOMAS** who resigned upon leaving agency business. Mr. Hyde also was elected director representing New York Council on board. **ROBERT D. HOLBROOK**, president, Compton Adv., was elected vice chairman New York Council succeeding Mr. Hyde. **JOSEPH R. BURKE**, executive vice president, Ted Bates Inc., was elected a governor of New York Council to fill vacancy created by Mr. Thomas' resignation.

ROLAND BEAUDRY, M. P. (member of parliament) has been elected a director of Vickers & Benson Ltd., Montreal and Toronto advertising agency. He heads French language division of the agency. Before joining Vickers & Benson, he was manager and part owner of Radio Rouyn Abitibi Ltd., operating CKRN Rouyn, CHAD Amos and CKVD Val d'Or, northern Quebec.

MILTON J. FELDMAN has been appointed head of J. M. Korn Agency, Philadelphia. He recently resigned as radio director for Southeastern Pennsylvania Chapter, American Red Cross.

DOUGLAS COULTER, radio director of Foote, Cone & Belding, New York, has been elected a vice president of that agency. Prior to joining the agency, Mr. Coulter was vice president in charge of programs for CBS and before that was vice president and radio director of N. W. Ayer & Son.

Mr. Coulter

LOUIS J. LORD, previously with McGraw-Hill Co. as production supervisor and prior to that with New York & Porto Rico Steamship Co., has joined traffic-production department of Geyer, Newell & Ganger, New York.

MARVIN S. CORWIN, with Benton & Bowles, New York, from 1937 to 1940, has rejoined that agency as an account executive.

RAY OVINGTON, formerly of CBS New York and Hollywood and freelance director, has joined radio and television department of Bermingham, Castleman & Pierce, New York.

BOBBETT ADV. SERVICE Inc., transportation advertising firm operating in seven states, has moved headquarters from Huntington, W. Va., to Dallas, Tex. **JULIAN KIRK**, formerly of Loomis Adv. Service, Kansas City, and **EARL DYESS**, formerly of Glenn Adv., Fort Worth, have joined agency as associates. Mr. Kirk will manage new Houston office and Mr. Dyess will manage Fort Worth office.

I. W. SCOTT, formerly with Montgomery Ward & Co., Chicago, has joined John W. Shaw Inc., Chicago, as vice president and account executive.

ROBERT CLARK has joined production department of Brooke, Smith, French & Dorrance Inc., New York and Detroit.

JACK ROURKE PRODUCTIONS, Hollywood and **GORDON M. DAY Adv. Service**, New York, have announced mutual representation in servicing their clients. Day Service will represent Jack Rourke Productions in the East while Rourke Productions will handle the Day productions and musical commercials on the Coast.

MILTON BIOW, head of Biow Co., New York, and **JOHN HAMM** of that agency, are in Hollywood to confer on new Philip Morris program costarring Dinah Shore and Harry James.

JAMES S. BEARD, formerly with NBC in California and with CBC Trans-Canada network, has been appointed radio director of O'Brien Adv. Ltd., Vancouver.

J. J. GIBBONS Ltd., Toronto, has made working arrangement with Alfred Pemberton Ltd., London, England, to represent the English agency's accounts in Canada, with English agency representing the Gibbons accounts in Great Britain.

ERIC KNOTT, director of London office of J. Walter Thompson Co., and **ANDREW SINCLAIR**, secretary of J. Walter Thompson Co. Ltd. have arrived here to spend several weeks consulting with American clients and visiting U. S. offices.

M. F. DeMUNN, formerly of DeMunn & Co., Harvard, Ill. agricultural consultants, has joined copy staff of Chicago office of Sherman & Marquette.

THE MacLAUGHLIN AGENCY, Buffalo, has changed name to MacLaughlin Adv. Agency, and has moved to larger quarters at 601 Ellicott Square, Buffalo. Firm formerly was located at 377 Ellicott Square.

E. E. POTTER, head of Los Angeles office of Young & Rubicam, was scheduled to fly to Detroit Nov. 2 for two weeks to review duties as vice president and manager of Detroit office. He takes over that post Jan. 1 [BROADCASTING, Oct. 27].

ERNEST N. GEORGE Co., Los Angeles agency, has moved to larger quarters at 1805 Wilshire Blvd. Telephone: Fairfax 8304.

PAUL ANDREWS, executive director of World Republic Inc, Chicago, has resigned to become West Coast manager and radio director of Hal Makelim Assoc.

G. FREDERIC RIEGEL has resigned as publicity director of Brooks Brothers, to join Abbott Kimball Co., New York, as vice president and member of the board.

MORRIS HELFMAN, production manager of Shappe-Wilkes Inc., New York, resigned effective Nov.1 to become production manager of Arnold Cohan Corp. New York advertising agency.

CHARLES HOTCHKISS, head of television, publicity and promotion department of Dancer-Fitzgerald-Sample, New York, has been named account executive of the Falstaff Beer Account in the agency's Chicago office.

LEWIS NEMERSON, who has been with Hirshon-Garfield Inc., New York for the past nine years as an account executive, copy chief and assistant to the president, has been appointed a vice president of the agency.

JOHN AHEARN, with New York office of J. Walter Thompson Co., has been transferred to staff of agency's Rio De Janeiro office.

H. L. McCLINTON, vice president in charge of radio for N. W. Ayer & Son, New York, is in Hollywood for two weeks.

MARY CATHERINE NELSON, formerly in charge of music department of WAGA Atlanta, has joined foreign department of McCann-Erickson, New York. **PHYLLIS CURRAN**, formerly with Ohio Finance Corp., also joined agency's foreign traffic group.

EDWARD F. BUXTON, formerly with John Falkner Arndt & Co., Philadelphia, has joined Ellington & Co., New York, as copy writer on Cities Service account.

PAT PATRICK Co., Glendale, Calif., has moved to larger quarters at 102 So. Central Ave. Telephone: Chapman 5-2551.

KARV Statistics

FOR GUIDANCE of time-buyers, KARV Mesa, Ariz., 250-w independent operating on 1400 kc, prepares and distributes twice-monthly brochures presenting up-to-the minute information on various phases of the KARV market. The data sheets are illustrated and each treats one specific subject—agriculture, population and buying power of the area, station promotion projects, program features, etc.

Sues Agency

RICHARD V. DOWNEY, agency account executive, formerly of Chicago, has filed suit in San Francisco Superior Court against Foote, Cone & Belding, San Francisco for $55,000. He asks $5,000 for failure to fulfill employment contract and $50,000 for damages to his reputation as a qualified high ranking agency account executive. Mr. Downey, formerly in Foote, Cone & Belding Chicago office ten years, was recently transferred to San Francisco. He charges in complaint he was dismissed after he had procured approximately $2,500,000 in new business for agency. No answer to suit has yet been filed by the defendent. H. Ward Dawson, Jr. is attorney for Mr. Downey.

THOUSANDS LAUGH WITH

"The Jolly Judge"

Monday through Saturday, 9:05–10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

WGY Complete details from NBC Spot Sales or WGY

SCHENECTADY, N.Y.

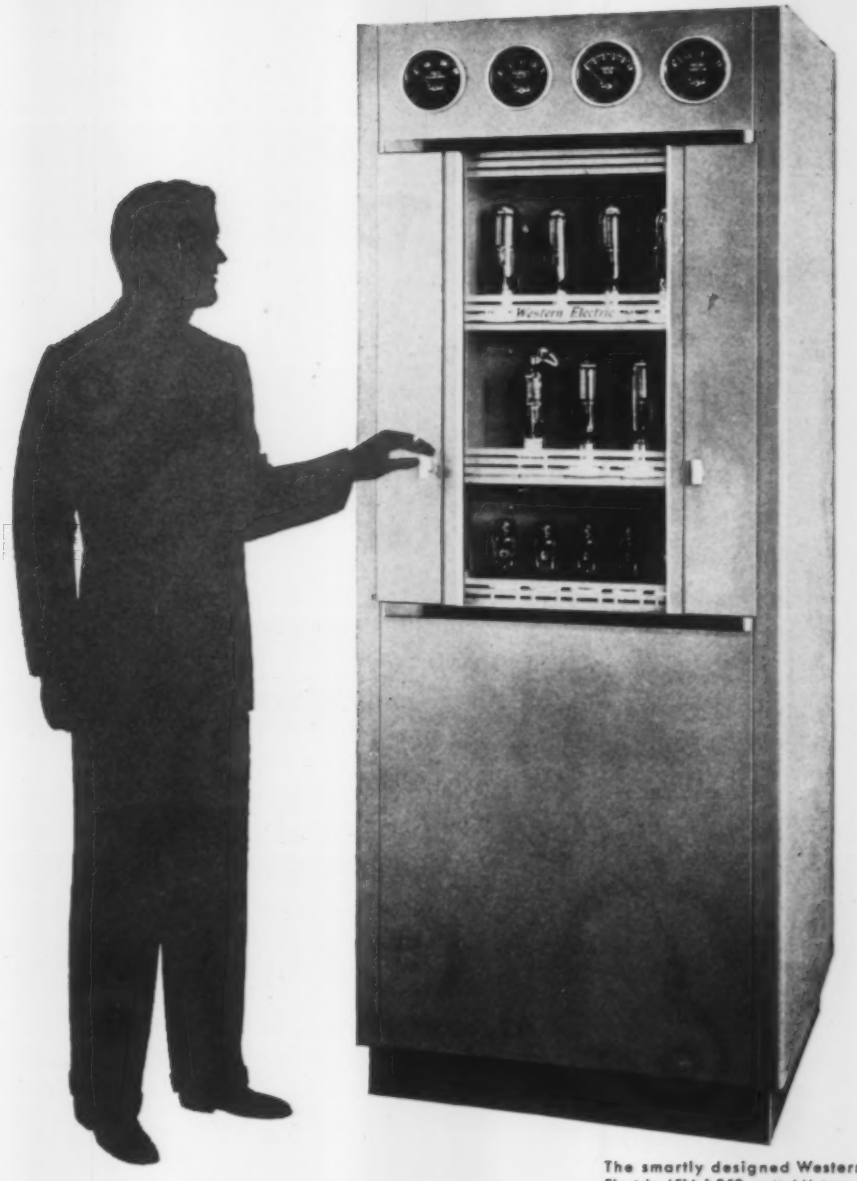
GENERAL ELECTRIC

Recording?

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

Here's someone you should know...



The smartly designed Western Electric 451A-1 250 watt AM transmitter offers you quality, dependability, economy of operation and maintenance.

. . . if you're planning a 250 Watt AM Station

He's Mr. X—the engineer or manager of the station nearest to you operating a Western Electric 250 watt AM transmitter. You can get his name and address from your local Graybar man.

Get in touch with Mr. X and ask him to tell you—*from his own experience*—about the dependability, quality and economy of this widely used 250 watter. We're sure he'll recommend it highly *on every count.* So—if you're planning a 250 watt AM station—ask your Graybar Broadcast Representative about the Western Electric 451 type transmitter and complete line of audio facilities, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Western Electric

Distributed by GraybaR

OFFICES IN 92 PRINCIPAL CITIES

Distributors: In the U. S. A.—Graybar Electric Company. In Canada and Newfoundland—Northern Electric Company, Ltd.

Better stake a claim on

CLELLAN

...He's WCCO's next sold-out star!

It has happened before.

An advertiser wanted to sell in the Northwest. Naturally he picked 50,000-watt WCCO. And naturally he wanted Cedric Adams, Larry Haeg or some other high-rated WCCO star.

But we have had to say: "Sorry. He's sold out. With a long waiting list."

That's why *you* better stake a claim *now* on Clellan Card. As WCCO's newest star—and next sell-out—he can be a gold mine for you!

Back at WCCO for less than twelve weeks, Clellan already is working for four sponsors.* And no wonder. They know he gets the kind of results he got for other WCCO advertisers from 1934 to 1944: 16,000 box tops pulled in response to fifteen announcements; 15,700 jokes pulled in a nine-week story telling contest, etc. *and* etc.

WCCO's winning Card is available for participating sponsorship as emcee of WCCO's "Spinner's Sanctum" (11:30 p.m. to 1:00 a.m., six days a week). Taking the place of "Night Owl," this new livelier show inherits 36% of the listening audience† and 100,000 "Night Owl" club members.

To put your sales message on our Card and have it delivered personally throughout WCCO's territory with 906,600 radio families, better stake a claim on Clellan Card. Get in touch with us or Radio Sales.

★Butternut Coffee—"Man on the Street"
Gold Seal Wax—"Open House"
Colgate-Palmolive-Peet—"Quiz of the Twin Cities"
Marshall-Wells Hardware—"The Marshall-Wells Show"
†CBS-WCCO Listener Diary. Av. quarter-hour share of audience (10%-100% BMB Area)

Minneapolis
WCCO
St. Paul

50,000 WATTS—COLUMBIA OWNED

Represented by Radio Sales...Radio Stations Representative...CBS: New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

CARD

WCCO
The property of
GOLD SEAL
WAX
"Open House"
The property of
COLGATE
PALMOLIVE
PEET
"Quiz of the Twin Cities"
The property of
BUTTERNUT
COFFEE
"Man on the Street"
The property of
MARSHALL-WELLS
HARDWARE
"The Marshall-Wells Show"

INCREASED RESEARCH STRESSED BY EVANS

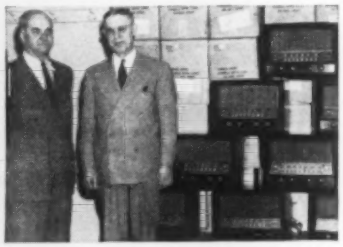
ADDRESSING the National Electronics Conference, which opened in Philadelphia Nov. 3, Walter Evans, president of Westinghouse Radio Stations, suggested that in view of "today's tinderbox of world-wide misunderstanding" American security be entrusted to four integrated departments.

Mr. Evans

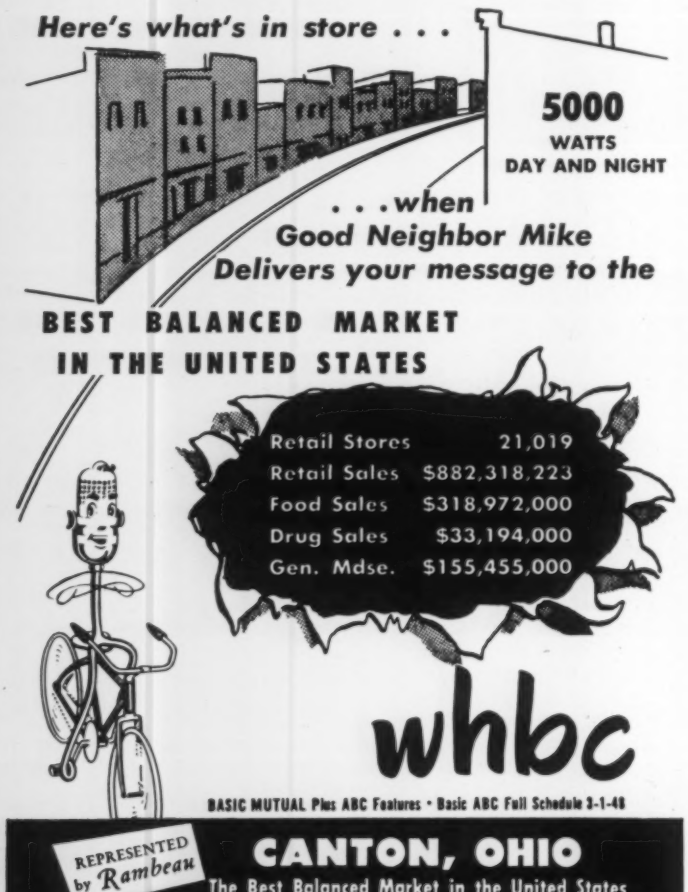
They are as he listed them: A military high command to map plans and list requirements in the light of existing tools of defense; a nationwide research organization to maintain a never-ending vigil in the laboratories seeking out new devices and techniques; an industrial militia to convert the scientists' models to production-line equipments and to establish manufacturing procedures for passing along to subcontractors in times of emergency; an Army, Navy and Air Force adequate to test equipment in the field and to train personnel.

Mr. Evans reminded the scientists of their responsibility in educating the people to more alert scientific preparedness thinking. "Congress will not vote funds sufficient for this broad research effort without clear indications from the grass roots that such a program is wanted—that American fathers and mothers see in it the hope of staving off future wars."

TELEVISION WORKSHOP of New York, a traveling group consisting of professional Broadway actors, presented its first telecast over WPTZ Philadelphia last week, with ensuing shows scheduled for WRGB Schenectady on Nov. 4 and WABD New York on Nov. 7. Show is a special video adaptation of Hendrik Ibsen's "An Enemy of the People."



AM-FM TABLE MODEL radios for each of the 38 grade schools in Syracuse, N. Y., are presented by Col. H. C. Wilder (l) on behalf of the stations he heads, WSYR and WSYR-FM. Receiving the gift is David H. Patton, superintendent of the Syracuse public school system. Series of educational programs expressly for school children will be aired by WSYR and WSYR-FM.



ALLIED ARTS

G. R. RIVERS has been named manager of Tube Sales Group, and **G. H. MYERS** manager of newly-organized Customer Service Group in Equipment Sales Organization of RCA Tube Dept. Mr. Rivers will be responsible for coordinating matters pertaining to sale of tubes to equipment customers, and Mr. Myers' duties will be interpreting customer requirements to planning and production sections on tubes and component parts, and expediting customers orders. Both Mr. Myers and Mr. Rivers are veteran RCA employes.

J. LEONARD BEANER has established firm for placement and replacement of radio personnel, under name of J. Leonard Beaner & Assoc. Offices are located at 332 Chester-12th Bldg., Cleveland, Ohio.

FLOYD MAKSTEIN has been named service manager for Emerson Television Service Corp. He was formerly assistant manager of Emerson Radio's service department.

ESPEY MFG. Co., New York, introduced its custom-built television chassis to the trade at demonstration at Hotel Astor in New York last week. Demonstration included showing of Espey's self-instructing video kit, which is intended for use by television enthusiasts in partially building a video set, with jobbers supplying remaining parts.

SAMUEL H. NORTHCROSS, vice president of Audience Research Inc., New York, will speak on "Pre-Testing Radio Shows," Nov. 5 at monthly radio luncheon session of New York Chapter of American Marketing Assn., at Sheraton Hotel, New York.

WILLIAM MARCUS and **ALEX LEVY** are coauthors of a book titled "Elements of Radio Servicing" which has been published by McGraw-Hill Book Co., New York. Price: $4.50.

MAJ. GEN. ROGER B. COLTON (ret.) has been elected vice president of Federal Telephone and Radio Corp., domestic manufacturing affiliate of International Telephone and Telegraph Corp. General Colton retired last year after more than 30 years service in U. S. Army.

GAINSBOROUGH Assoc., New York, has announced acquisition of exclusive television rights to foreign language feature length films distributed in U. S. by Lopert Films Inc., New York. Such foreign films as "Shoe Shine," "Cage of Nightingales," and "Mayerling" thus will be made available in this country, under commercial sponsorship.

CHARLES F. BOICE has been appointed manager of city salesmen for RCA Victor Television and Radio products for Raymond Rosen & Co., RCA distributor in the Philadelphia area. He formerly was with Philco Distributors Inc., with radio and radar division of WPB and recently was sales manager of Philadelphia Electronics Inc.

F. T. MYLES has been appointed manager of Vancouver branch of RCA Victor Ltd. He was formerly manager of Calgary branch, and succeeds the late **C. R. GORDON**. He has been with RCA Victor since 1917, serving at Montreal and Winnipeg, and has been in charge of the Calgary office since 1937.

R. G. ANTHES has been appointed senior radio engineer of Stromberg-Carlson Co. Ltd., Toronto. He has been a lecturer at U. of Toronto for past eight years and is past president of Toronto section of Institute of Radio Engineers.

BILL RICHARDS, former West Coast head of Columbia Records for 11 years, has joined Bourne Music Inc., New York, as assistant to **SAUL BOURNE**, president.

JACK EDWARDS Jr. is forming television stock company consisting of such radio actors as Irene Tedrow, Bill Johnstone, Janet Waldo, Peggy Webber, Sam and Florida Edwards.

RCA TUBE DEPT. has enlisted the services of Cartoonist Ralph Stein, of YANK fame, to illustrate a kit for use by dealers and servicemen in radio service promotion. Four cartoons by Mr. Stein in color and mounted on counter display cards are available to dealers and servicemen through RCA, Cunningham, and RCA Victor tube distributors.

J. B. ELLIOTT, vice president in charge of RCA Victor Home Instrument Dept., and **J. W. MURRAY**, vice president in charge of RCA Victor Record Dept., have been appointed co-chairman, respectively, of the radio and the record manufacturers industry committees of the National Father's Day Council.

AIR KING PRODUCTS Co., Brooklyn, makers of radios, combinations, and wire recorders, has announced the addition of two new distributors. Radio Electric Service of Pennsylvania Inc., and its outlets in Philadelphia, Allentown, Camden, Wilmington, and Watson will handle Air King line in Philadelphia area. Other is Chamrose Distributors, Jamaica, Long Island, N. Y.

MILT WOLKEN, formerly with WWXL Peoria, Ill. and KSTT Davenport, has been appointed sports director of Teleflash Inc., Chicago, new wire service firm.

4-INCH FACSIMILE IS URGED BY ALDEN

WHEN facsimile comes into its own it will be a combination of wired and broadcast service, according to Milton Alden, head of Alden Products Co., Brockton, Mass. Mr. Alden has just completed a trip to Europe to investigate facsimile developments.

Pointing to economic problems across the ocean, Mr. Alden advocated adoption of a four-inch program on a worldwide basis. He said facsimile programs multiplexed with sound, or even simplexed, "would not only entertain the people but be an effective method of informing the people." He doubted if "odd-sized pictures or any copy as yet produced on an 8-inch machine" would be "worth the price of the paper day in and day out."

TRANSCRIPTIONS of "Exodus—1947," documentary program on the plight of the Exodus Jews, are being made available by arrangement with WMCA New York through American Jewish Congress and Zionist Organization of America. Discs will be circulated throughout the country for broadcast as a public service.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Millions on the Move...*by Air!*

No public service in the history of the nation has expanded so quickly to meet public demand as the Scheduled Airlines of the United States. The Airlines today have more than *doubled* their *early* postwar seating capacity. The number of planes in service has jumped from 440 to 913. The number of seats has increased from 10,000 to 28,807. And still more capacity is on the way... to keep ahead of the new thousands who daily adopt air transportation as their way to travel. Air freight capacity has tripled in a year and air freight rates have been radically reduced.

From coast to coast and border to border ... wherever you live or wherever you're going... there is new efficiency in Airline service. More frequent and faster schedules are the rule. And rates are cheaper than before the war.

Millions are on the move... by air. Millions more will be reserving their seats... for the first time... tomorrow. The Airlines are ready to serve them.

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. Air freight rates are now surprisingly low. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES

PLAYING a couple of favorite pieces for B. F. Few (standing, r), vice president of Liggett & Myers Tobacco Co., which sponsors his 11 a.m. CBS *Chesterfield Show*, is Arthur Godfrey. Mr. Godfrey also has another attentive listener, William S. Paley, CBS board chairman. The CBS executive and Mr. Few called on Mr. Godfrey following one of his Chesterfield broadcasts.

SPONSORS

PIONEER ICE CREAM Div. of Borden Co., New York, has appointed Doherty, Clifford & Shenfield to handle advertising for Horton's Ice Cream, Ricciardi's Ice Cream and Carpenter's Ice Cream and local advertising for Borden's Ice Cream effective Dec. 6. Agency has handled the Reid's Ice Cream account for several years.

PAT GORMAN, formerly in automobile business, has joined Philip Morris & Co., New York, as assistant merchandising director.

LEVER BROS. Co. Pepsodent Div., Chicago (dentifrice), has appointed Needham, Louis & Brorby Inc., Chicago, to handle advertising for its tooth powder effective Jan. 1. Other Pepsodent products are handled by Foote, Cone & Belding.

FRED W. AMEND Co., Danville, Ill. ("Chuckles"), has appointed Foote, Cone & Belding, Chicago, to handle its advertising. Radio will be used.

KENITE LABS Inc., New York, has appointed Seidel Adv., New York, to handle advertising of its chemical products, Kenite, Kenbric and Kek.

GANELES-LENGER WINE Corp., New York, will sponsor one-minute spot announcement campaign effective about Jan. 1, to run through April 25 on a number of small stations. Agency: Adair & Director, New York.

HAIG'S WHEET Co., New Haven, Conn., has appointed Courtland D. Ferguson Inc., Washington, to handle advertising of its product, Haig's Wheet. Initial test campaign will be run in Washington. Radio will be used.

A. DAVIS & SONS, New York (ladies' coats), Jan. 1 will begin half-hour fashion show over WABD New York, DuMont television station. To be telecast Fri., 8:15-8:45 p.m. series will run a full year. Agency: Modern Merchandising Bureau Inc., New York.

NORTON SIMON, president, and **JACK WINSTON,** advertising manager of Hunt Foods Inc., are in New York this week.

JOSEPH BURNETT Co., division of American Home Foods Inc., New York (vanilla extract), has appointed W. Earl Bothwell Inc., Hollywood, to service national account.

BEN-HUR PRODUCTS Inc., Los Angeles, has appointed Mogge-Privett Inc., Los Angeles, to handle advertising for full line of products.

LIGGETT & MYERS TOBACCO Co. Inc., New York (Chesterfield cigarettes), adding to present schedule, Oct. 27 started six half-hour "ABC Record Party" on KRLC KORE KWIL. Contracts are for 16 weeks. Agency: Newell-Emmett Co., New York.

LEO J. MEYBERG Co., Los Angeles (distr. of RCA television & radio sets), has appointed J. Walter Thompson Co., that city, to handle regional advertising. Radio will be used.

INTERSTATE LABORATORIES Inc., Louisville, Ky. (Oculine eye preparations), Nov. 1 started five weekly participations on "Norma Young's Happy Homes" on KHJ Hollywood and "Three Alarm" on KMPC that city. Firm also started on that date twice weekly participations on "Ladies Day" and "What Do You Say" with Joan Schaffer on KFI Los Angeles. Contracts are for 52 weeks. Agency: Morgan Adv., Los Angeles and Phoenix.

THOMAS J. LIPTON Inc., Hoboken, N.J. (Lipton Tea and Lipton Noodle Soup), has appointed Ruthrauff & Ryan, New York, to handle advertising of its new product, Lipton Spaghetti Sauce. Product is currently being promoted in several test markets.

LEVER BROS. Co., Cambridge, Mass., has rented additional quarters in New York as offices for firm's shortening and soap sales division, and for New York office of its Pepsodent Div. Company has leased half of 14th floor of new building at 445 Park Ave., between 56th and 57th Sts.

S. KLEIN, New York department store, has signed a one-year contract with WNEW New York for three half-hour programs each week, effective Nov. 8. The business, which marks firm's debut in regularly-programmed radio, was placed through John A. Cairns & Co., New York.

B. R. BILLESDON, veteran of RCAF, has been appointed advertising manager of Stromberg-Carlson Co. Ltd., Toronto.

INDEPENDENT DRUGGISTS Assn., Toronto (retail stores), has started weekly "Midget Quiz" program on 22 Ontario stations, with mid-week flash announcements calling attention to the Saturday show. Agency: J. J. Gibbons Ltd., Toronto.

Gertrude Scanlan
Radio Account Executive
BBD&O, N. Y.
Look it up in the BROADCASTING Yearbook. That's been a standard phrase ever since we discovered this remarkable reference source. I can't conceive our being without it.
Gertrude Scanlan
AN FM TELEVISION FACSIMILE
BROADCASTING
The Weekly Newsmagazine of Radio
1948 YEARBOOK
F&P knows
SPOT BROADCASTING
ADVERTISING DEADLINE
NOV. 15 IF PROOF DESIRED • DEC 1 FOR COMPLETE PLATE

Texas Co. Will Sponsor Concerts by 'Met' Opera

THE TEXAS CO. will sponsor the weekly performances of the Metropolitan Opera Assn. over ABC, it was announced jointly last week by H. T. Klein, president of the Texas Co., Mark Woods, president of ABC, and George A. Sloan, chairman of the board of directors of the Metropolitan Opera Co.

The broadcasts, beginning Nov. 15, will continue for 18 consecutive Saturdays and will be heard in Canada over CBC. The Texas Co. has sponsored the weekly ABC broadcasts since Dec. 7, 1940.

Burgard Promoted

COL. JOHN W. BURGARD, assistant advertising manager of Brown & Williamson Tobacco Co., Louisville, has been appointed advertising manager. He succeeds W. R. Hendricks, who for many years has been advertising manager and head of the purchasing department. Mr. Hendricks will devote his entire time to duties as purchasing agent. Col. Burgard, who assumed his new duties Oct. 17, was appointed assistant advertising manager of the tobacco company Jan. 28, 1946 upon his return from active duty with the Army Air Forces.

NETWORK ACCOUNTS

New Business

WHITEHALL PHARMACAL Co., New York, Jan. 5 starts for 52 weeks five weekly "Zeke Manners" on 17 ABC Western stations, 7:45-8 a.m. (PST) Agency: Dancer-Fitzgerald-Sample, New York.

PIEDMONT SHIRT Co., Greenville, S. C., Jan. 4 starts William L. Shirer news commentaries on MBS, Sun. 1-1:15 p.m. Mr. Shirer begins on MBS on sustaining basis Nov. 30. Agency: William Weintraub & Co., New York.

BURNS Co. Ltd., Vancouver (meat packers), Oct. 29 added 6 Maritime region stations to Dominion network program "Burns Chuckwagon," bringing total to 30 Dominion network stations. Maritime region carries program on delayed basis, Wed. 7:30-8 p.m., instead of Tues. 10:30-11 p.m. Agency: Stewart, Lovick and McPherson, Vancouver.

Renewal Accounts

MUSICAL DIGEST Nov. 2 renewed for 26 weeks "Sunday Evening Hour" on ABC, Sun. 8-9 p.m. Agency: Kenyon & Eckhardt, New York.

IMPERIAL TOBACCO Co., Montreal (cigarettes), Nov. 7 renews to April 30 "Light Up and Listen" on 39 Dominion network stations, Fri. 9-9:30 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.

Net Changes

PROCTER & GAMBLE, Cincinnati, Nov. 27 switches "FBI In Peace & War" on CBS from Fri., 9:30-9:55 p.m. to Thurs. 8-8:30 p.m. Agency: Biow Co., New York. Agencies

HUNT FOODS Inc., Los Angeles, Dec. 8 drops "What's Doin' Ladies" on 28 ABC western stations, Mon.-Fri., 5-5:25 p.m. Agency: Young & Rubicam, Hollywood.

EVERSHARP (CANADA) Ltd., Toronto (pens and pencils), Nov. 2 cancelled "Take It or Leave It" on 30 Dominion network stations, Sun. 10-10:30 p.m. Agency: Biow Inc., New York.

FRASER HAIR FASHIONS, Toronto (curlers), Nov. 20 cancels "Flicks and Flashes" on 30 Dominion network stations, Thurs. 9:30-9:45 p.m., and "Et Puis Apres?" on 3 CBC French stations, Wed. 7:45-8 p.m. Agency: Harry B. Cohen Adv., New York.

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

It's Full Speed Ahead

With a new crew aboard . . .
and its fuel tanks full

WGH

The Hampton Roads Broadcasting Corporation
at the crossroads of Norfolk - Newport News - Portsmouth

announces
the appointment of

FREE & PETERS, Inc.

as

exclusive national representatives
effective November 1, 1947

"ABC OUTLET FOR THE HAMPTON ROADS AREA"

250 WATTS NOW

And Soon

5 KW

Watch for the WGH Announcement!

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

AMAZING ARIZONA !!!!

3 RD Largest Population Growth (percentagewise) In The Nation !!

• • • • JULY 1, 1946 CENSUS BUREAU ESTIMATES SHOW 31.6 PERCENT INCREASE IN ARIZONA'S POPULATION SINCE 1940 . . . EXCEEDED ONLY BY TWO PACIFIC COAST STATES • • • OREGON AND CALIFORNIA. AND STILL THIS AMAZING ARIZONA CONTINUES TO GROW.

A GROWING POPULATION MEANS GROWING PURCHASES. KOY IN PHOENIX, WITH ITS DIAL SETTING OF 550 AND ITS SUPERIOR MERCHANDISING ABILITY COVERS THIS MARKET AREA SURELY AND COMPLETELY.

KOY

550 KC 1000 WATTS IS FIRST

CBS Affiliate

KEY STATION OF THE ARIZONA NETWORK

National Representatives JOHN BLAIR & COMPANY

PRODUCTION

VAL LINDEN, announcer at KEX Portland, Ore., has been appointed program producer, succeeding **MEL BALDWIN,** who has resigned to become manager of KTIL Tillamook, Ore. **DON RICKLES,** formerly with KGW Portland, and **RUSS CONRAD** have joined KEX announcing staff.

PAUL WILLS, former announcer and dramatic actor at KMOX St. Louis, has joined KNX Los Angeles.

ROY A. MEREDITH, production director of WPEN Philadelphia, is the author of a book titled "The Face of Robert E. Lee," which has been published by Scribners.

EVELYN REICH has joined WLBR Lebanon, Pa., as secretary and assistant to copy chief. **BILL RYAN,** WLBR announcer, has resigned to join WRAW Reading, Pa.

BOB EADIE and **ARTHUR O'HAGAN** have joined announcing staff of CKSF Cornwall, Ont.

LOY OWENS has joined CFRB Toronto, as staff announcer. He was formerly with CJVI Victoria, and on numerous Canadian network programs as commercial announcer. He replaced **JAFFRAY FORD,** who has been appointed director of transcriptions, and will also announce his own commercial programs.

DICK MABRY, announcer at WIBG Philadelphia, is the father of a girl, Christina.

RALPH BORRELLI, who inaugurated Italian air programs on WPEN Philadelphia 17 years ago, has joined WTEL Philadelphia after an airwaves absence of three years.

MILTON STARR, musical director at WIP Philadelphia, is the father of a boy.

TERRY McGOVERN has replaced **TOMMY BERNARD** as "Craig Bullard" on NBC "The Great Gildersleeve."

RUDY BLOOM, personnel manager at WCAU Philadelphia, has resigned. His duties at present are being carried on by splitting them among four different departments.

SKEE WOLFF, writer with WBBM Chicago and author of station's "That Men May Live" series, has written a new novel, "The Tutored Mob," which has been accepted for publication by Crown Publishers, New York.

JOHNNY BAMBRIDGE, conductor and composer, formerly with St. Louis Municipal Opera Orchestra, St. Louis Symphony, and other orchestras, has joined KMOX St. Louis, as musical director.

HARRY WOOD, formerly with WNEW New York, has joined announcing staff of WDRC Hartford.

STEVE MARVIN, formerly with CBS television staff, has joined WWJ-TV Detroit, as producer-director.

PEGGY LEE, vocalist, has withdrawn from cast of NBC Jimmy Durante show "for at least one month" on medical advice, according to N. W. Ayer & Son, Hollywood agency handling program for Rexall. No replacement has been determined.

DON FUHRMANN has joined announcing staff of KILO Grand Forks, N. D.

DOUG BEWICK, former staff announcer with WAAB Worcester, has joined announcing staff of WSPR Springfield, Mass.

RENZO NISSIM and **RENZO SACERSOTI,** WOV New York script writers, have written four tolerance programs for Institute For Democratic Education which are to be recorded and distributed to all Italian language stations in the U. S.

TERRY COWLING, announcer at WCOP Boston, and Eleanor Bates have announced their marriage.

RALPH SMITH, member of "Arthur Smith and His Crackerjacks" heard on WBT Charlotte, is the father of a girl, Jacqueline.

EDMUND LINEHAN, program director of KSO Des Moines, is the father of a boy, Thomas Wright.

CLYDE LUCAS, well known band leader, has turned disc m. c., with a Mon-Fri. record show on WBAY Coral Gables, Fla. Station held a reception for Mr. Lucas Oct. 20.

JEANETTE McDANIELS has joined continuity staff of WWL New Orleans.

KIMV-FM HAS FORMAL OPENING WITH KENTON

FORMAL opening of KIMV-FM Hutchinson, Kan., Oct. 31 was highlighted by the appearance of Stan Kenton and his orchestra, presenting a 1½-hour concert. Mr. Kenton, who was performing in Hutchinson's Convention Hall that evening, granted the station clearance to air his pre-dance concert.

KIMV-FM began interim operation Sept. 30, since it had made special arrangements with MBS to carry the World Series broadcasts. Since the series ended, the station has been programming its six hours with music, but the schedule was increased to 3-10:15 p.m. on Nov. 1, when regular news, sports and MBS programs started.

John P. Harris, editor and publisher of the *Hutchinson News-Herald*, is president of the licensee, the Hutchinson Publishing Co. Grover C. Cobb, formerly program director of KSAL Salina, Kan., is station manager, and J. Lamar Dunn, former GE and Bell Aircraft engineer, is chief engineer. Equipment is Western Electric and tower and antenna is reportedly the highest in Kansas, measuring 523 feet from ground to top.

* * *

Mr. Cobb (l) and Mr. Dunn discuss plans for KIMV-FM's formal opening held Oct. 31.

COURSE in radio techniques is being conducted by KYW Philadelphia over an eight week period for 60 supervisors of 25 Philadelphia recreation centers. Course started Oct. 25. Station is presenting the course as part of its approach to combating juvenile delinquency by more effective use of all recreational facilities. It is an extension of the station's fifth annual Summer Radio Workshop.

TECHNICAL

DON HOLZAPFEL, with engineering department of WGL Fort Wayne for past five years, has been appointed chief engineer of that station. **THURMAN K. BUSH** has joined WGL engineering staff.

JAMES FAULKNER has joined engineering staff of WTNT Augusta, Ga.

WILSON C. WEARN, former radio engineer with FCC, has joined the consulting radio engineering firm of Weldon & Carr, Washington. Prior to joining the FCC in 1946, Mr. Wearn had been an instructor of electrical engineering at Clemson College. During the war he served with Signal Corps as radar specialist. He had previously been with Westinghouse Electric Corp., Pittsburgh.

Mr. Wearn

DONALD K. deNEUF, former operating vice president of Press Wireless Inc., has been appointed chief engineer of Rural Radio Network, Ithaca, N. Y., which recently received FFC permits to construct a six-station FM broadcasting system to serve 40 rural New York counties. Mr. deNeuf previously was with Raytheon Mfg. Co., Waltham, Mass.

IRVING MEGOFF has been appointed project engineer for U. S. Television Mfg. Corp., New York. Mr. Megoff formerly was engineer in charge of mechanical design for Philharmonic Radio Mfg. Corp. For several years his own firm has designed and built radio receivers and transmitters.

C. M. CALLICOTT, formerly with WHNX-FM Gainesville, Ga., and WRDW Augusta, has been appointed technical advisor of WTNT Augusta.

ELECTRONIC SOUND ENGINEERING Co., Chicago, has introduced new high-fidelity wire recorder, sold under tradename Polyphonic Sound Recorder includes special amplifier circuit which reduces distortion and puts realism on wire, according to company engineers. Built-in six-inch speaker, with range up to 10,000 cycles, is included and has special diaphragm for smooth reproduction of high frequencies. Polyphonic Sound will sell for $350.

J. L. MIDDLEBROOKS, head of ABC technical developments, is in San Francisco overseeing 50,000-w power increase of KGO.

PHILLIP C. LITTLE, control room operator of KIST Santa Barbara, Calif., has been appointed chief engineer. He has been with the station since it took the air a year ago.

GILBERT de La LAING, of engineering staff of KLX Oakland, has resigned to become business agent for Local B-202 of IBEW in central California.

STERLING L. HICKS, transmitter engineer at WBT Charlotte, has been appointed to Charlotte's Park and Recreation Commission.

GENE SALMON, formerly of technical department of KVOO Tulsa, Okla., is now in Honolulu where he is engaged in work of a similar nature.

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ACTIONS OF THE FCC

OCTOBER 24 TO OCTOBER 30

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **uni.-unlimited hours**

October 24 Decisions . . .

DOCKET CASE ACTIONS

Petition Granted

Adopted order granting petition of Narragansett Bcstg. Co. requesting FCC to adopt proposed decision as final decision to grant Narragansett application for new station Fall River, Mass., 1400 kc 250 w unl., subject to filing within 60 days application for mod. CP specifying trans. site and ant. system meeting requirements of Commission standards.

AM—1080 kc

Announced final decision granting application of Mid-America Bcstg. Corp. for new station Louisville, Ky., 1080 kc 1 kw-N 5 kw-D unl., cond., and denying application of Kentucky Bcstg. Corp. Inc. to change assignment of WINN Louisville from 1240 kc 250 w unl. to 1080 kc 1 kw-N 5 kw-D unl. and change location of trans. site (Comrs. Walker, Hyde and Jones not participating).

AM—1230 kc

Announced proposed decision looking toward grant of application of Frank R. Smith Jr. for new station Beaver Falls, Pa., 1230 kc 250 w unl. and to deny application of Eagle Printing Co. Inc. seeking same facilities at Butler, Pa. (Comrs. Durr, Hyde and Webster not participating).

AM—850 kc

Announced proposed decision looking toward grant of application of The A. S. Abell Co. for new station Baltimore 850 kc 1 kw unl. DA-DN and to also grant application of Berks Bcstg. Co. to change assignment of WEEU Reading, Pa., from 850 kc 1 kw D to 850 kc 1 kw unl. DA-N and make changes in equipment (Comrs. Durr, Hyde and Webster not participating).

FCC CORRECTION

Announced correction to report of Oct. 17 to substitute following item in lieu of item under same name:

Rogers & McDonald Newspapers, Inglewood, Calif.—Adopted order dismissing application without prejudice to refiling after final decision has been rendered with respect to applications of KQW and KSFO, or after those applications have otherwise been disposed of; and dismissed as moot petition of KQW requesting that application of Rogers & McDonald Newspapers be designated for hearing.

BY THE COMMISSION

Hearing Designated

KSCO Santa Cruz, Calif.—Designated for hearing application for mod. CP to change hours operation from D to unl. and install DA-N.

KTRM Beaumont, Tex.—Designated for hearing application for mod. license to change hours from D to unl.

Marmat Radio Co. and KERO Bakersfield, Calif.—Designated for consolidated hearing application of Marmat Radio Co. for new station 960 kc 1 kw D, with application of KERO to change frequency from 1230 to 970 kc 250 w to 5 kw unl., change trans. location and install new trans. and DA-N; dismissed as moot petition of J. E. Rodman requesting either that his application be considered as not inconsistent application under Sec. 1.362 of rules, or that provisions of said section be waived with respect to his application.

Modification of License

KMPC Los Angeles, Calif.—Granted application for mod. license to increase D power from 10 kw to 50 kw.

Order Amended

KFRM Concordia, Kan.—Ordered that Commission's order of April 10, 1947, which granted application for CP, be amended by deleting therefrom cond. requiring applicant to file application for mod. license; that said application insofar as it requires change of studio location is dismissed; and that, insofar as it specifies change in trans. it is granted; further ordered that Sec. 3.30(b) of rules be waived, and that applicant may operate station KFRM as proposed and as herein authorized.

Hearing Designated

Motor State Bcstg. Co., Ypsilanti, Mich.—Designated for hearing application of Motor State Bcstg. Co. for new station 1240 kc 250 w unl. in consolidated proceeding with Lansing and Jackson, Mich., applications.

Plains Bcstg. Co. Inc., Clovis, N. M.; New Mexico Bcstg. Co. Inc., Clovis, N. M., and Sam P. Douglas, Portales, N. M.—Designated for hearing application for new station 1450 kc 250 w unl. in consolidated proceeding with Clovis and Portales applications.

License Renewal

Granted license renewal of following stations for period ending Nov. 1, 1950: KBWD KCRC KERN KGNC KLPM KPRO KQV KSJO KSO WAAB WHIS WILS WKBH WROK WSYB KBRC KWYO WFCI (and aux.) WMBD WMPS WOC WONS (and aux.) WSAN KARM WCOA WSFA WTJS WSPD KGNO WBCM (Com. Durr for hearing on WBCM).

Hearing Designated

WBNX New York—Designated for hearing application for renewal of license.

License Renewal

KIFI Idaho Falls, Ida.—Granted renewal of license for period ending Aug. 1, 1950.

Show Cause Order

WARL Arlington, Va.—Issued order to show cause ordering WARL to appear at hearing on 11-21-47 to show cause why broadcasting of radio quiz program broadcast over WARL, described in order, does not constitute violation of Sec. 316 of Communications Act.

Hearing Designated

Orange Empire Bcstg. Co., Redlands, Calif.—Designated for hearing application for new station 990 kc 1 kw D, in consolidated proceeding with applications of Francisco Rental Co.

Beeville Bcstg. Co. and Bee Bcstg. Co., Beeville, Tex.—Designated for consolidated hearing application of Beeville Bcstg. Co. with application of Bee Bcstg. Co., each requesting new station 1490 kc 250 w unl. and ordered that KNOW Austin be made party to proceeding.

Steel City Bcstg. Co., Gary, Ind.—Designated for hearing application for new station 1370 kc 1 kw D and ordered that WGES Chicago be made party to proceeding.

Charles L. Cain, Grand Prairie, Tex.—Designated for hearing application for new station 1390 kc 1 kw D and granted petition of Truatt Kimsey licensee of station KGVL Greenville, Tex., requesting that application be designated for hearing and that he be made party to proceeding.

East Kentucky Bcstg. Co., Pikeville, Ky.—Designated for hearing application for new station 1240 kc 250 w unl., in consolidated proceeding with applications of Williamson Bcstg. Corp. and Cumberland Pub. Co.

Philip Mathews and Penna. Lincoln Bcstg. Co. Inc., Carlisle, Pa.—Designated for consolidated hearing application of Philip Mathews with that of Pennsylvania Lincoln Bcstg. Co. Inc., each requesting new station 1380 kc 1 kw D.

Hub City Bcstg. Co., Hattiesburg, Miss.—Designated for hearing application for new station 1230 kc 250 w unl., and ordered that station WMOB be made party to proceeding.

Radio Modesto Inc., Modesto, Calif.—Ordered that application of Radio Modesto Inc. already in hearing docket, be consolidated for hearing with applications of Frank M. Helm and Albert Alvin Amada; further ordered that hearing date of April 15, 1948, heretofore scheduled for Radio Modesto Inc. be cancelled.

Rodgers & McDonald Newspapers, Inglewood, Calif.—Designated for hearing application of Rodgers & McDonald Newspapers for new station 740 kc 250 w specified hours (7 p.m. to 12 m), and granted petition of KQW requesting that above application be designated for hearing and KQW be made party to proceeding, also KFSO made party to proceeding.

Radio Tennessee Inc., Memphis, Tenn. and H. H. Ohlendarf, Osceola, Ark.—Designated for hearing in consolidated proceeding application of Radio Tenn. Inc., 860 kc 10 kw D, with application of H. H. Ohlendarf 860 kc 1 kw D.

The Morristown Bcstg. Co., Morristown, N. J., and Home News Pub. Co., New Brunswick, N. J.—Designated for consolidated hearing application of Morristown Bcstg. Co. for new station 1250 kc 500 w D with application of Home News Pub. Co. 1230 kc 250 w unl. and application of WSWZ Inc., Trenton, already in hearing status.

Petition Granted

Herald Bcstg. Co., Levelland, Tex.—Granted petition requesting that application for new station 1230 kc 250 w unl. be designated for hearing on comparative basis with applications of Voice of Amarillo and Panhandle Bcstg. Corp. which have already been heard; and ordered that record in Dockets 7722 and 7575 be reopened and application of Herald Bcstg. Co. be designated for hearing in consolidated proceeding with these two applications, together with applications of KWEW to change from 1490 kc 100 w to 1230 kc 250 w unl.; KOSA Odessa and KBST Big Springs beginning Oct. 30.

ACTIONS ON MOTIONS

By Commissioner Hyde

WNHC New Haven, Conn.—Granted petition requesting Commission to accept late written appearance in re proceeding on application of The Windham Bcstg. Co.

WFMJ Youngstown, Ohio—Granted petition for leave to amend application to add revised engineering statement.

WJMR New Orleans—Granted petition for continuance of hearing in re Docket 8517, now scheduled Nov. 5, and continued same to Dec. 22, 1947.

WJOL Joliet, Ill.—Denied petition requesting advancement from Dec. 15 to Nov. 19 of hearing scheduled on application for renewal of license.

Northwestern Theological Seminary and Bible Training School, Minneapolis—Granted petition for leave to amend application for FM station, to specify frequency 105.9 mc (Channel 290).

Tri-State Bcstg. Co., Cumberland, Md.—Granted petition of attorney for Tri-State Bcstg. Co., moving admission of William C. Walsh, Cumberland, Md., to bar of Commission **pro hac vice** for purpose of participating in consolidated hearing in re application of Tri-State Bcstg. Co. and Richard Aubrey Raese.

KROD El Paso, Tex.—Granted petition for leave to amend application to add new engineering statement, etc. and for removal of application from hearing docket.

Scripps-Howard Inc., Cleveland—Granted petition for leave to amend application to revise engineering data originally submitted, etc.

Dalrad Assoc., Dalhart, Tex.—Granted petition for leave to amend application to specify 1410 kc 500 w D, in lieu 1410 kc 250 w unl. and for removal from hearing docket; and ordered dismissal of petition filed June 19, 1947, requesting leave to amend and remove application from docket.

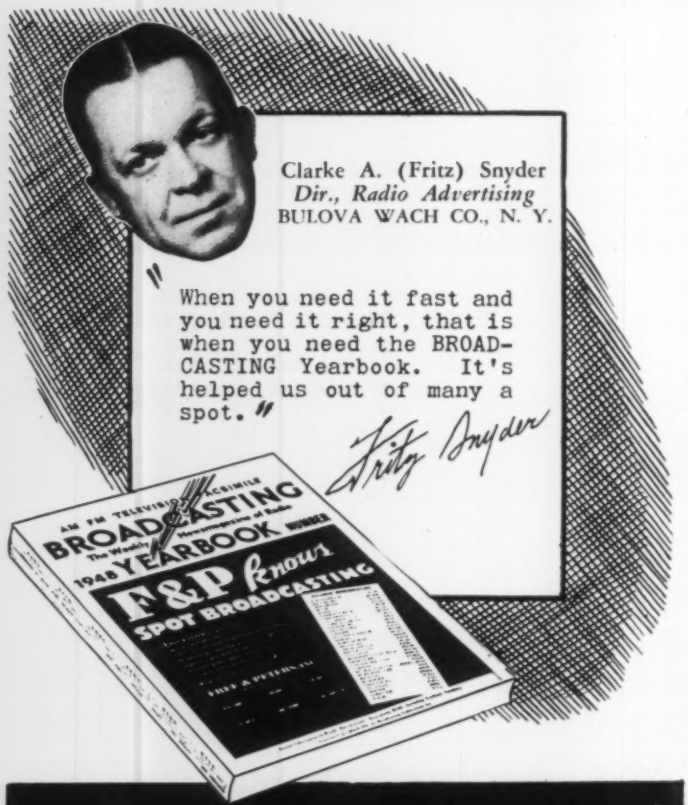
KWK St. Louis—Commission, on own motion, ordered advancement from March 29, 1948 to Dec. 17, 1947, of hearing date in re application in Docket 8512.

W. W. Roark, Coleman, Tex.—Granted petition for continuance of hearing presently scheduled Oct. 27 in re Dockets 8140 and 8141, and continued same to Nov. 14 at Coleman.

By Commissioner Durr

Independent Bcstg. Co., Knoxville, Tenn.—Granted petition for leave to amend application for FM station, to specify Channel 258, 99.5 mc. Also denied petition for two-week continuance of hearing scheduled Oct. 20.

(Continued on page 68)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FCC Actions

(Continued from page 66)

October 24 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

Diamond H. Ranch Bcstrs., Auburn, Calif.—CP new standard station 1420 kc 250 w unl. AMENDED re changes in ant. and change trans. and studio locations.

License for CP

WDLP Panama City, Fla.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1590 kc

Dekalb Bcstg. Co., Decatur, Ga.—CP new standard station on 1060 kc 1 kw D. AMENDED to change frequency from 1060 to 1590 kc, power from 1 kw D to 1 kw-N 5 kw-D, hours from D to unl.; install DA-N; change type trans., change trans. location and change re corporate structure.

Modification of CP

KFKU Lawrence, Kan.—Mod. license to increase N power from 1 kw to 5 kw, install new trans. and DA-N and change trans. location.

Standard Tobacco Co. Inc., Maysville, Ky.—Mod. CP which authorized new standard station to make changes in trans. equipment, and for approval of ant., trans. and studio locations.

WWNL Newport, Ky.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

WHTC Holland, Mich.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—1450 kc

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kc 250 w unl. AMENDED to change name of applicant from Don H. Bower and Kline E. Bower, partnership d/b as Bower Implement Co. to Interstate Bcstg. Corp.

Modification of CP

KJSK Columbus, Neb.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

License for CP

WHUC Hudson, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WFRC Reidsville, N. C.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KVOO Tulsa, Okla.—Mod. CP, as mod., which authorized reinstatement of application to install new DA-N, for extension of completion date.

AM—1240 kc

KFLW Klamath Falls, Ore.—CP change frequency from 1450 to 1240 kc and mount FM ant. on top of AM tower. Contingent upon KFJI being assigned new facilities.

Modification of CP

WCMB Lemoyne, Pa.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—790 kc

WPIC Sharon, Pa.—Authority to determine operating power by direct measurement of ant. power.

AM—1410 kc

Dalrad Assoc., Dalhart, Tex.—CP new standard station 1410 kc 250 w unl. AMENDED to change power from 250 w to 500 w D; hours from unl. to D and change type trans.

AM—800 kc

KROD El Paso, Tex.—CP increase 500 w-N 1 kw-D to 5 kw-DN, install new trans. and DA-N and change trans. location. AMENDED to make change in DA and change trans. location.

License for CP

KITE San Antonio, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

KSTV Stephenville, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBUH Brigham City, Utah—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

KVOG Ogden, Utah—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans., and studio locations.

WLEE Richmond, Va.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on AM tower, to change from 1450 kc to 1290 kc, increase 250 w to 5 kw, install new trans. and DA-DN (DA-2) and change trans. location and for extension of completion date to 180 days after grant. (Uni except Sun. 1 a.m. to 12:15 p.m. and 8 to 9 p.m. EST).

KROW-FM Oakland, Calif.—Mod. CP which authorized new FM station to change trans. site, ERP to 907 w; make changes in ant. system and change commencement and completion dates.

WGNB Chicago—Mod. CP, as mod. which authorized changes in FM station, for extension of completion date

WRUN-FM Utica, N. Y.—Same.

WCOL-FM Columbus, Ohio—Same.

WTOL-FM Toledo, Ohio—Mod. CP which authorized new FM station to specify trans. site, type trans. and specify ant. system.

WHBF Reading, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KWFT-FM Wichita Falls, Tex.—Same.

Remote Pickup

KALE Inc., Portland, Ore.—CP two new remote pickup stations on two frequencies within 152-160 mc band power of 2 w, emission special for FM hours in accordance with Sec. 4.403.

Modification of CP

WNBW Washington, D. C.—Mod. CP, as mod., which authorized new TV station for extension of completion date.

WTVJ Miami, Fla.—Same.

WBOE Cleveland—Mod. CP, as mod., which authorized changes in noncommercial educational station for extension of completion date.

WHA-FM Madison, Wis.—Same.

Low-down Diggers

OPERATORS of a ditching machine in Tulsa, Okla. are being called less complimentary names these days after they accidentally ruptured a telephone cable which piped programs of KAKC and KFMJ from studios to transmitter. KAKC, however, had standby equipment available at the tower and the engineer filled with recordings till the staff arrived at the transmitter. Several regular programs had to be dropped, but no air time was lost. KFMJ also rushed personnel to its transmitter, but was off the air about one hour.

Truscon Self-Supporting Radio Radiator, KHAS, Hastings, Nebr. 205 feet high.
Truscon Self-Supporting Tower, Estonia Radio Station, Tallinn, Estonia. 630 feet high.
Truscon Guyed Radio Tower, WKY, Oklahoma City, Okla., 956ft. high to top of FM antenna.
Truscon Self-Supporting Radio Tower KFYR, Bismark, N. D., 700 feet above ground.
Truscon Guyed Radio Tower, WNAX, Yankton, S. D. 927 feet high.
Truscon Guyed Radio Tower WGN, Chicago, Ill. 750 feet high.
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Assignment of CP

KTSL Hollywood, Calif.—Assignment of CP as modified to Don Lee Holding Co.

Don Lee Bcstg. System, Los Angeles—Assignment of license KAOY to Don Lee Holding Co.

Don Lee Bcstg. System, San Francisco—Assignment of license KEGN to Don Lee Holding Co.

Modification of CP

KRVM Eugene, Ore.—Mod. CP as mod. which authorized new noncommercial educational station, for extension of completion date.

WIRB Enterprise, Ala.—Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

License for CP

KFSA Fort Smith, Ark.—License to cover CP which authorized change hours from D to unl. time, change power and install DA-N and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc

WSTC Stamford, Conn.—CP install new vertical ant. and mount FM ant. on AM tower, and change trans. location.

AM—850 kc

WRUF Gainesville, Fla.—CP change hours from limited time to unl. time, install new trans. and DA-N and change trans. location. AMENDED to change trans. location.

AM—940 kc

WMAZ Macon, Ga.—CP install old main trans. at present site of main trans., to be operated on 940 kc with 5 kw for aux. purposes only, employing DA.

Modification of CP

KROF Abbeville, La.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location. AMENDED to change studio location.

AM—1300 kc

WFBR Baltimore—Authority to determine operating power by direct measurement of ant. power (aux. trans.) Also authority to determine operating power by direct measurement of ant. power (main trans).

AM—1400 kc

WSAM Saginaw, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

WCMA Corinth, Miss.—CP make changes in vertical ant. and mount FM ant. on AM tower.

License for CP

WROB West Point, Miss.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

WRAL Raleigh, N. C.—CP install new vertical ant. and mount FM ant. on AM tower and change trans. location.

License for CP

WCOL Columbus, Ohio—License to cover CP as mod. which authorized move old main trans. (present location of main trans.) to be used as aux. trans. with 250 w.

AM—990 kc

Community Bcstg. Service, Aliquippa, Pa.—CP new standard station 1120 kc 250 w D. AMENDED to change frequency from 1120 to 990 kc.

Modification of CP

WVJP Caguas, P. R.—Mod. CP which authorized new standard station, to change type trans. and type vertical ant. and to change studio location.

WAEL Mayaguez, P. R.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location, to specify studio location. AMENDED to make changes in ant. and change trans. location.

License for CP

WXGI Richmond, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJVW Chattanooga, Tenn.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED re changes in ant. and ground system and change trans. location and change studio location.

License for CP

KURV Edinburg, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

KOCA Kilgore, Tex.—CP make changes in trans. equipment.

License for CP

KTXL San Angelo, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WKLF Clanton, Ala.—Voluntary assignment of CP from J. Kelley Robinson, J. S. Robinson and Hugh I. Webb, partnership d/b as Southeastern Bcstg. Co. to Southeastern Bcstg. Co. Inc.

Assignment of License

KFRC San Francisco—Voluntary assignment of license from Don Lee Bcstg. System to Don Lee Holding Co.

KDB Santa Barbara, Calif.—Same.

KQB San Diego, Calif.—Same.

KHJ Los Angeles—Same.

SSA—710 kc

WGBS Miami, Fla.—Special service authorization to operate non-DA on 710 kc with 10 kw D 2 kw-N for period of 30 days.

License for CP

KGIL San Fernando, Calif.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1150 kc

Marion Bcstg. Co., Marion, Ill.—CP new standard station 1150 kc 250 w D.

License for CP

KICK Spencer, Iowa—License to cover CP which authorized install. new vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

KWGB Goodland, Kan.—License to cover CP as mod. which authorized new stand. station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMIN St. Paul, Minn.—Mod. CP which authorized change in trans. location, install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

License for CP

KIRX Kirksville, Mo.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WJEL Springfield, Ohio—Voluntary assignment of license from Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin, partnership d/b as Champion City Bcstg. Co.

License for CP

WPWA Chester, Pa.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WPGH Pittsburgh—Same.

WCRK Morristown, Tenn.—Same.

Modification of CP

KRBA Lufkin, Tex.—Mod. CP as mod. which authorized install. new vertical ant. with FM ant. mounted on top and make changes in ground system, for extension of completion date.

License for CP

KOMW Omak, Wash.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WHAR Clarksburg, W. Va.—Voluntary assignment of license from Glacus G. Merrill and Andrew H. Kovlan, partnership d/b as Mountain State Bcstg. Co. to Mountain State Bcstg. Co.

AM—990 kc

Evans Radio Co., Stevens Point, Wis.—CP new standard station 990 kc 250 w D.

Assignment of License

KHJ-FM Los Angeles—Voluntary assignment of license to Don Lee Holding Co.

Modification of CP

KSDO San Diego, Calif.—Mod. CP which authorized a new FM station, to specify trans. site, type trans.; frequency as Channel 223, 92.5 mc, change ERP to 48.3 kw; and ant. height above average terrain to 823 ft. and specify ant. system

KSO-FM Des Moines, Iowa—Mod. CP as mod. which authorized new FM station, for extension of completion date.

KIOA-FM Des Moines, Iowa—Mod. CP which authorized new FM station, to change ERP to 40 kw; ant. height above average terrain to 368.5 ft.; make changes in ant. system and change commencement and completion dates.

WCJT Louisville, Ky.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

WJWD Annapolis, Md.—Mod. CP which authorized new FM station, to change type trans.

Transfer of Control

WFRS Grand Rapids, Mich.—Voluntary transfer of control from F. Leo Dias, A. James Ebel, Gordon A. Thorpe, James W. Riddlesperger and Robert L. Epstein to F. Leo Dias, A. James Ebel, James W. Riddlesperger and Robert L. Epstein and 17 new stockholders by distribution of 30 sh. stock owned by Gordon A. Thorpe and distribution of additional stock among 17 new stockholders.

FM—105.9 mc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new FM station on frequency to be determined by FCC. AMENDED to change frequency from "to be determined by FCC" to Channel 290, 105.9 mc.

(*Continued on page 72*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
RCA
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
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Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
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TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
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REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
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CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
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LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
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Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 1939
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

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121 EIGHTH ST., S.E. PHONE 845-W
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GEORGE P. ADAIR
Radio Engineering Consultant
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Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

Would You Be Interested In

... A Stimulating Business Connection With No Restrictions On Earning Power?

This offer is to a few men who, though rated successful by ordinary standards, feel they are up against a stone wall, as far as earnings go, in their present connections.

Bastian Bros. (AAA-1 rated), top leader in its field, employs 500 skilled workmen and has offices coast-to-coast. Every business is a prospect for a Bastian product. We make point-of-sale displays and signs; advertising specialties; name plates for manufactured products; celluloid and metal buttons for political campaigns and unions; convention badges; employee service and safety award emblems; manufacturers' parts; calculators; celluloid pocket calendars; anything in plastic sheets or to 18" in die-struck metal, etc.

This comprehensive line, with acceptance of the Bastian name and continuous promotion opens wide the door of opportunity. Capable Bastian representatives maintain much better than average standard of living in both good times and bad! As representative for Bastian, you would actually be in business for yourself, but would make no capital investment beyond first few months' time it takes to get well established. You work close to home, on your own hours, in your own way, coming in contact with leading business people of your community. And you should earn a substantial income!

If this arouses your interest, we would like to hear from you. Write us today!

BASTIAN BROTHERS COMPANY
1750 CLINTON AVE.N., ROCHESTER, N. Y.

NOW

WEED & CO.

are

Exclusive National Representatives *for*

WCBM

"Listening Habit" in the profitable Baltimore market

WCBM

John Elmer, *President*
George H. Roeder
General Manager

WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood San Francisco

They Say...

"FM STATIONS are springing up all over the nation like little mushrooms popping up in a wet forest . . . They represent the courage, the conviction, and the imagination of several hundred investors, who foresee their brilliant future . . . FM isn't any longer "on the way." It has arrived and the "infant industry" of last year is a husky schoolboy learning fast the best possible methods of utilizing this new medium of entertainment, information and commercial selling in the public interest."

Editorial in the Daytona Beach (Fla.) Evening News.

* * *

"THE PUBLIC IS NOW ready for something new in radio reception. It is fed up on commercials, singing jingles, static and the soap operas. The success of our converter (the Meck FM converter-tuner) which has already added thousands of new FM listeners, is proof of this. A new listening audience is being created and like television, FM has an unlimited vista for commercial exploitation."

John Meck, President
John Meck Industries
Plymouth, Ind.

* * *

"ALTOGETHER, assuming normal economic stability, the manufacture and sale of 5,000,000 receivers in the next five years is a thoroughly conservative outlook. Television is facing a billion-dollar market. . . . With the expanding employment of hundreds of thousands, television is bound to have a stimulating effect on our national economy. It will do much to help sustain and maintain prosperity."

Edwin M. Martin, Vice President and Secretary, Farnsworth Television & Radio Corp., in address before Indiana Bankers Assn.

* * *

"FROM the listener's standpoint the resignation of [FCC Chairman] Denny may be regarded with real misgivings. Together with Clifford J. Durr, who reportedly also may be leaving the Commission soon, he was a staunch defender of the Commission's Blue Book . . . If reports out of Washington are true, there is more than casual reason to believe that the Blue Book may have seen its most influential days and that we are on the verge of a return to the 'laissez-faire' policy in radio as of old."

From New York Times column by Jack Gould.

WJR Detroit Oct. 20 started 24-hour operation seven days weekly. News is broadcast every hour on the hour during late evening and early morning period, and "Man of a Thousand Voices" is heard from midnight to 3 a.m., with "Goodwill Dawnbuster" following until 6 a.m. Rebroadcast of public service and informational programs also will be presented for night workers.

FIRST SPONSOR to complete arrangements for time on WHUC, 250-w fulltime independent which took the air at Hudson, N. Y., Oct. 21 on 1230 kc, was the 100-year-old J. C. Rogerson Hardware Co., whose manager, Arthur T. McEvoy, is shown seated at desk. Standing by as contract negotiations are completed are (l to r): Thomas Stack, account executive; Robert Strakos, commercial manager; John Kearney, station manager, and Paul Baron, program director. Licensee of WHUC is Colgren Broadcasting Co., owned by Mr. Kearney and Mr. Strakos.

KXXL SALE GRANTED; 2 OTHERS APPROVED

SALE of KXXL Reno, Nev., by Chet L. Gonce to a three-man partnership for $30,000, expansion of the ownership of WVVW Fairmont, W. Va., and sale of a minority interest in KSBW Salinas, Calif., all new stations, have been approved by FCC.

The Commission also approved assignment of license of KTYL Mesa, Ariz. (1490 kc, 250 w) from Sun Valley Broadcasting Co., a partnership, to a corporation of the same name, and assignment of construction permit for WKIC Hazard, Ky. (1340 kc, 250 w) from Bullard, Metcalf & Goodlette, a partnership, to BMG Broadcasting Corp.

The permit for KXXL (1230 kc, 250 w) goes to Edward Margolis, Frederick W. Kirske, and Byron J. Samuel, trading as Station KXXL. Mr. Margolis is president and 25% owner of Teletronics, manufacturers of electronics equipment, and of Wired Music & News Co., which transmits news and music by leased wire. Mr. Samuel has been associated with stations in the San Francisco area, and Mr. Kirske owns a clothing store at San Bruno, Calif.

The transaction involving KSBW (1380 kc, 1 kw) involves reorganization of a partnership into a corporation in which Dan O. Bardin, wartime chief of radio operations of FBI and liaison between FBI and FCC, and Niles C. Cunningham, Salinas attorney, are added as minority stockholders.

Under the reorganization plan, William M. Oates and J. M. Hall, one-third owners, acquire the remaining one-third interest from Harold DeHaven for $11,711, and set up a corporation in which they will have 60% and Messrs. Bardin and Cunningham have 20% each. The new company is Salinas Broadcasting Corp.

The WVVW case involves incorporation of the permittee group, Fairmont Broadcasting Co., and the addition of the following stockholders, who agreed to invest a total of $22,000: J. Harvey McCoy, managing engineer of Press Wireless, N. Y., who will have 10% interest; George J. Feinburg, half owner of Concord Chenille Co., N. Y., 25½%; and J. George Fredman, Jersey City attorney, 7%. Existing partners and their interests in the new corporation: J. Patrick Beacom, president, 42½%; Clarence E. Smith and Robert L. McCoy, 4½% each, and Jennings Randolph, former Congressman, 6%. WVVW is assigned 1490 kc with 250 w.

AGENCY BUYS TV

Institutional Program Planned For Philadelphia Series

PHILIP KLEIN Advertising Agency, Philadelphia, has bought a 13-week series of television shows over WFIL-TV Philadelphia, thereby becoming the first agency in the country to sponsor its own show via the new medium. Shows started Oct. 28, and will be telecast every Tuesday from 8:15 to 8:30 p.m.

The unprecedented purchase is wrapped up in a purely institutional-type show, with the agency's advertising message kept to an absolute minimum. In fact, present plans call for no commercials whatever in praise of its services.

Philip Klein personally runs the shows, acting as m.c.

Series is titled *"Philadelphia —A Great City"* and each show will introduce sections of the city's vast cultural treasures. Representatives of the city's museums, libraries, churches and historical sites will be brought before the cameras.

First program brought a million dollars worth of rare books before the cameras in a dramatization of the city's free library system.

STUDENTS in Tulsa, Okla. are busy these days searching in downtown stores for pictures of Tulsa U. Golden Hurricane football team, according to KTOO Tulsa, which is conducting a new football contest. Blown-up pictures of each member of the T.U. team have been placed in 11 local store windows and students participating in contest must locate pictures, identify players, position they play on team, where each picture was found and submit 25 word definition of good sportsmanship. Winner of the contest will receive autographed football from members of the team and will be guest of John Henry, KTOO sportscaster, in the broadcasting booth at the T.U.-Arkansas Thanksgiving game.

Tape Measures

COLORFUL paper tape measures were distributed by WIP Philadelphia as promotion for its special broadcast Oct. 1 of "Should We Hold the Hemline?" program featured outstanding fashion experts who discussed the "new look." Show was a feature of WIP's regular Forum of Public Opinion." Tape measures are a yard long and are printed in bright yellow paper, with lettering in red reading, "The Last Word on the 'New Look' in Fashion. . . WIP. . ."

WNHC Magazine

PROGRAMS, personalities and general radio stories are featured in new monthly magazine published by WNHC New Haven. Titled "Connecticut Listener," eight-page magazine is distributed free upon request. In addition to feature articles, publication also includes seven composite program schedules for month.

WBT—Supporting Cast

GETTING station promotion into every phase of community activity is project of WBT Charlotte, and it seems to have the staff members to carry through. Recent production of Charlotte Little Theatre, "The Male Animal," proved to be a good plug for the station's call letters. Plot of the play includes a question concerning location of a program important to unfolding the drama. Question is continually answered with "110 on the dial," call letters of WBT. Of course, this piece of dialogue just didn't "happen" that way, as the lead of the show is played by Jack Knell, WBT director of news and special features, and director of radio publicity for the Little Theatre is also WBT's director of publicity, Audrey Summers.

KCKN 'Touchdowns'

SPORTS motif is carried out in latest promotion sheet issued by KCKN Kansas City. Done in three colors, sheet pictures football players and carries inscription, "When KCKN 'Carries the Ball' for You . . . You'll Make More Sales 'Touchdowns' in Greater Kansas City."

Advertising Report

OF TOTAL BILLINGS of 57 Canadian advertising agencies in 1946, the Dominion Bureau of Statistics, Ottawa, shows that 18.3% is accounted for in radio advertising. Total billings were $52,100,000, an increase of nearly 20% over 1945. Report was made up from reports of individual agencies, and only gives figures as to totals of all agencies. Analysis of the report shows that firms with billings of $999,999 and under, placed more than the over-all percentage of 18.3 in radio, while firms with billings in excess of $1,000,000 placed less. Canadian agencies in 1946 made gross revenue of $8,400,000 as against $7,100,000 in 1945. Salaries and wages amounted to $5,-000,000 in 1946, said the report.

HEALTH COMMISSIONER Israel Weinstein of New York City has commended WOR New York for its public service in broadcasting on Oct. 12 a half-hour documentary program titled "Name Your Poison," reporting on sanitary conditions in New York restaurants.

KROW Oakland-San Francisco has been awarded a certificate of appreciation by U. S. Veterans Administration for outstanding service to veterans through the medium of radio.

PROMOTION

'68 Day'

"WMPS Now 68 on the Radio" is a slogan that people in the Memphis area are not likely to forget soon. In tune with its recent increase in power and change of frequency, WMPS Memphis last month launched an intensive promotion campaign around that slogan. Paid advertising salutes from local stores appeared in both Memphis dailies. Highlight of the campaign was a "68 Cent Salute Day" worked out between Matty Brescia, WMPS promotion manager, and the local Sears-Roebuck Store. Everything in the store during the sale was completely merchandised at 68—selling price either started at 68 or ended at 68. Free meal was served to every 68th customer at the Sears' luncheon counter, and an award of $68 was presented to the 680th customer entering the store.

Call Letters in Lights

NEON illuminated sign is now flashing the names of WIBX and WIBX-FM Utica, N. Y. over downtown Utica from dusk to midnight daily. Sign, 4-color, 3 phase, 25 by 30 feet, shines from the top of a three-story building and at night alternately shows the call letters of each station, with dial positions, and the CBS network affiliation. In the daytime the sign calls attention to the AM station only. Sign was designed by Devereux & Co. of Utica and was erected by General Outdoor Adv. Co.

Lincoln Brochure

STATUE of Lincoln which appears in the Lincoln Memorial is pictured on cover of WMAQ Chicago folder, distributed as promotion for "Howdy, Mr. Lincoln," program heard on that station. Light blueish-green background compliments the Lincoln picture and a man is shown standing in reverence at foot of the statue. Inside of folder presents review of format of the show, heard on WMAQ Mon., Wed., Fri. 10:45 p.m. Reproduction of an article appearing in the Chicago Sun also is featured along with biographical sketch of Norman Barry, "man behind the show."

Football Simplified

TO SIMPLIFY football for the spectator and radio listener, illustrated book titled "Everybody's Football" has been distributed to listeners by WOL Washington. Book was distributed through medium of a "One-Question Sports Quiz" conducted on Bill Brundige's "Sports Parade" program on WOL. Offer was made for 11 days and station reports that over 1500 entries were received with 110 copies of book going to winners. "Everybody's Football" is an 88-page book by Maurice Dubofsky and Francis E. Stann. Ted W. Drake did the illustrations which appear throughout the book.

Promotes School Series

POSTERS promoting two shows produced by advertising class of U. of Arizona and heard on KCNA Tucson have been prepared by that station and placed in 100 strategic locations around Tucson and near the campus. Station reports that the town looks somewhat like a circus prelude, but that response has been extremely good. The university class presents "Portraits," weekly dramatizations of famous names of Arizona, and "This Week," resume of outstanding events around the campus. Posters which KCNA prepared give program times and dates in large bold type.

Video Theatre

THOUSANDS of persons who have never seen television before are witnessing telecasts in a mobile "television theatre" which Lit Brothers Department Store, Philadelphia, in conjunction with RCA Victor, is putting on display in key neighborhood business districts. Theatre consists of a huge trailer van equipped with its own receiver and antenna and rows of chairs inside for spectators.

School Booklet

BOOKLET titled "Young Canada Listens" has been issued by Canadian Broadcasting Corp. on school broadcasts for present season. Booklet deals with programs of 1947-48 school season for national, international and provincial school broadcasts. The 48-page booklet is well illustrated, gives details on each of school broadcasts planned for the season and is designed for use by teachers.

Keen Folder

FOUR-PAGE, two-color folder is used by KEEN San Jose, Calif. to show pictorially, community acceptance of the new station. Additional material highlights facts of Santa Clara County's new full-time station plus pertinent market data.

Using Film

NEW APPROACH is being employed by KFWB Hollywood to sell prospective sponsors and agency on station packaged programs. Station recently used Warner Bros. film "Joe McDoakes" as a warmup for studio audiences witnessing premiere of "Joe McDoakes Show," a radio takeoff on the motion picture series. To showcase "California Junior Symphony," station also screened two Warner Bros. film shorts of that musical group.

Gifts to Britain

ENTRANCE FEE for studio audiences at CFRB Toronto, during week Oct. 27 to Nov. 2, was canned food, which was being collected as gift to the people of Great Britian from Toronto in place of a personal wedding gift to Princess Elizabeth. Prizes were awarded for those bringing the most food to any one show during the week.

Education Booth

SPOTLIGHT in discussions at Sixth Mountain-Plains Conference on Adult Education held in Denver last month was radio education. Many of the major speakers were staff members of local stations, and one highlight of conference was a booth sponsored by the five Denver stations. Booth was headquarters for giveaways consisting of composite schedules of all educational and informational programs carried by the stations.

'Did You See This . .?'

REPRINT of recent article in Newsweek Magazine featuring Van Douglas, Negro disc m.c. heard on WJBK Detroit, is being distributed by that station. Article is reprinted in tear-sheet form with heading, "Did You See This in Newsweek. . .?"

Promotion Personnel

BERT BRILLER, formerly of WOR New York, has joined WNEW New York, as assistant director of publicity and special events. **VINCENT RISO**, formerly of American Tobacco Co., and **RICHARD BRAHM**, formerly of Dancer-Fitzgerald-Sample, have joined WNEW as assistants to **JOHN V. B. SULLIVAN**, promotion director.

GENE GACH, former head of his own Hollywood advertising publicity firm bearing his name, has joined KFWB that city, as director of publicity and exploitation.

RALPH TAYLOR, CBS Western Division sales promotion manager, is in New York for month's conferences with network promotion officials.

ROLPH D. STODDARD, for past two years assistant in charge of audience promotion to manager of advertising, promotion and publicity at KGO San Francisco, has resigned to become advertising and sales promotion manager for California Electric Supply Co., San Francisco.

THOMAS C. FLYNN, formerly a writer and publicist for CBS, has joined publicity department of WOR New York.

KISS San Antonio, Tex., Oct. 27 extended its 9 hours of operation to 13 hours.

JIMMY SCRIBNER

as

UNCLE REMUS

Say's, "If you's goin' after Chris'mas sales you better be gittin' "

143 orders for "Uncle Remus," the brand new Christmas merchandising package of 20 quarter-hour shows have been received.

Rexall bought Los Angeles, Boston and San Francisco. Local stores for Montgomery Ward, Western Auto, Firestone and many others are included in the 143 alert merchandisers who are utilizing this special radio **tool** for building Christmas sales.

ARE YOU MISSING THE BOAT?

Cost per program based on metropolitan population area:

Under 25,000	3.00
Under 100,000	5.00
Under 750,000	10.00
Over 750,000	15.00

For audition disc write or wire

THE CARDINAL COMPANY

New York • Hollywood • Chicago

6000 Sunset Blvd., Hollywood 28. California

FCC Actions

(Continued from page 69)

Applications Cont.:

Modification of CP

KCFM Kansas City, Mo.—Mod. CP as modified which authorized new FM station for extension of completion date.

FM—99.7 mc

Milton J. Hinlein, Sedalia, Mo.—CP new FM station (Class B) on Channel 259 99.7 mc, ERP 13.2 kw.

License for CP

WJTN-FM Jamestown, N. Y.—License to cover CP as modified which authorized new FM station.

FM—96.9 mc

Sandusky Newspapers Inc., Sandusky, Ohio—CP new FM station (Class B) on Channel 245 96.9 mc, ERP 50.4 kw and ant. height above average terrain 306 ft.

Modification of CP

WSJN San Juan, P. R.—Mod. CP which authorized new FM station, as mod. for extension of completion date.

WSAP-FM Portsmouth, Va.—Mod. CP which authorized new FM station, for extension of completion date.

WWVA-FM Wheeling, W. Va.—Same.

Relay Assignments

Don Lee Bcstg. System, Los Angeles—Assignment of license W6XDU to Don Lee Holding Co.

Don Lee Bcstg. System, Hollywood, Calif.—Assignment of CP W6XMO permit as modified to Don Lee Holding Co.

Don Lee Bcstg. System, Los Angeles—Assignment of license W6XAO and assignment of construction permit as mod. to Don Lee Holding Co.

Don Lee Bcstg. System, San Francisco—Assignment of license KABB to Don Lee Holding Co.

Don Lee Bcstg. System, Los Angeles—Assignment of license KABD to Don Lee Holding Co.

Don Lee Bcstg. System, Los Angeles—Assignment of license KAOG to Don Lee Holding Co.

Don Lee Bcstg. System, San Francisco—Assignment of license KEGB to Don Lee Holding Co.

APPLICATIONS RETURNED

Modification of CP

WISH Indianapolis—Mod. CP which authorized change frequency, increase power and changes in DA-DN, make changes in DA and mount FM ant. on North tower. RETURNED Oct. 13.

License for CP

KSLO Opelousas, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. RETURNED Oct. 17.

TENDERED FOR FILING

AM—550 kc

Patrick G. Smith, Bishop, Calif.—CP new standard station 550 kc 250 w D.

Modification of CP

WTPS-FM New Orleans—Mod. CP to change hours from D to unl., power from 1 kw-D to 500 w-N 1 kw-D and install DA-N.

AM—1380 kc

Peninsula Bcstg. Corp., Pontiac, Mich.—CP new standard station 1380 kc 500 w D.

AM—1150 kc

York County Bcstg. Co., Rock Hill, S. C.—CP new standard station 1150 kc 1 kw D.

AM—1490 kc

WSKY Asheville, N. C.—CP increase 100 w to 250 w and make changes in ant. system.

AM—1400 kc

WLAQ Rome, Ga.—CP change frequency from 670 to 1400 kc, hours from D to unl., decrease power from 1 kw to 250 w, install new trans. and change trans. location.

Super-Bulb

WHEN WTAR Norfolk got around to building its new 365-ft AM-FM tower last month, the question was what to do with the old one which had originally cost $5,500. It was decided that it was simpler and more economical just to drop it rather than dismount and sell it. The tower fell as planned, but much to the amazement of all concerned, the beacon light next to the top remained intact and even the filament in the bulb was not touched.

October 27 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Announced proposed decision looking toward grant of application of Radio Corp. of Cedar Rapids for new station at Cedar Rapids, Iowa, 1450 kc 250 w unl., cond., and denial of applications of Cedar Rapids Bcstg. Corp. Inc. and Moline Dispatch Pub. Co. seeking same facilities at Cedar Rapids and Moline, Ill., respectively (Comrs. Walker, Jett and Jones dissenting).

Petition Granted

Announced order granting petition of Lycoming County Bcstg. Co. to reopen hearing in applications of Lycoming County Bcstg. Co. for new station at Williamsport, Pa., and Williamsport Radio Bcstg. Assoc. for new station at same city, for purpose of admitting alleged newly discovered evidence concerning unsatisfied judgments against former partner of partnership of Harry J. W. Kiessling, Carl F. Strechmann and William P. Wilson d/b as Williamsport Radio Bcstg. Assoc.; reopened said hearing for further hearing Dec. 1, to permit taking of evidence with respect to matters alleged in said petition.

TRENTON-CAMDEN CASE

Announced proposed and supplemental decision and proposed order of mod. licenses in proceeding on applications of WOAX Inc. (WTNJ), Trenton, N. J., et al, looking toward following actions:

Denying renewal application of City of Camden, WCAM Camden, N. J., if before 60 days from adoption, it has not affirmatively shown to Commission's satisfaction that it has exclusive use and control of station and that no further effect will be given to agreement declared in decision to be contrary to public interest.

Modifying temporary license of WCAM to authorize operation 1310 kc 250 w unl. upon cond. that conditions set forth above with respect to control of operation of station have been met and satisfactory showing is made within stipulated date regarding technical and financial ability to make certain equipment changes and to operate fulltime.

Denying renewal application of WOAX Inc. (WTNJ), Trenton, N. J.

Modifying existing temporary license for WTNJ to authorize temporary operation 1300 kc 250 w D.

Granting renewal application of Radio Industries Broadcast Co., WCAP Asbury Park, N. J., and dismissing as moot its application for mod. license.

Mod. license of WCAP to authorize operation 1310 kc 250 w unl.

Granting application of Ranulf Compton d/b as Radio WKDN Camden, N. J. for new station 800 kc 1 kw D.

Denying application of Independence Bcstg. Co., WHAT Philadelphia, for use of 800 kc, and mod. license of WHAT so as to authorize operation 1340 kc 250 w unl., such mod. to become effective on stipulated date. If no objection to such proposed mod. is filed within certain date by licensee, such proposal shall be treated as an order to show cause why such license should not be mod. and licensee will be afforded opportunity to be heard thereon.

Denying application of Camden Bcstg. Co. for CP new station Camden, N. J.

Mod. license of Foulkrod Radio Eng. Co., WTEL Philadelphia, so as to au-

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB *Mobile, Ala.*
WLAY *Muscle Shoals*
KTHS *Hot Springs, Ark.*
KFMB *San Diego, Calif.*
WGBA *Columbus, Ga.*
KWKH *Shreveport, La.*
WRBC *Jackson, Miss.*
WCPO *Cincinnati, Ohio*
KBYE *Oklahoma City, Okla.*
WTJS *Jackson, Tenn.*
WNOX *Knoxville, Tenn.*
WMC *Memphis, Tenn.*
KRIC *Beaumont, Texas*
KWBU *Corpus Christi, Texas*
KAND *Corsicana, Texas*
KRLD *Dallas, Texas*
WCHS *Charleston, W. Va.*
WBLK *Clarksburg, W. Va.*
WSAZ *Huntington, W. Va.*
WPAR *Parkersburg, W. Va.*

thorize operation of WTEL on 860 kc 250 w D.

Granting in part application of Valley Bcstg. Corp. for new station, Allentown, Pa., 790 kc, upon cond. specified in said proposed decisions.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Pittsburgh Bcstg. Co., Pittsburgh—Granted petition for leave to amend application to show current financial status of applicant, etc.

KOB Albuquerque, N. M.—Granted petition for continuance of hearing in re petition of John J. Dempsey, presently scheduled Nov. 24, and continued said hearing to Feb. 26, 1948, at Albuquerque.

WHAS Louisville, Ky.—Granted petition for leave to intervene in hearing on application of Rock Creek Bcstg. Corp.

Pryor Dillard, Raymondville, Tex.—Granted petition insofar as it requests leave to amend application to specify 250 w-D 100 w-N on 1380 kc, in lieu of 250 w unl. Insofar as petition requests removal from hearing docket, it is denied.

Craig Bcstg. Co., Chester, S. C.—Granted petition requesting removal from hearing docket of application.

W. W. Roark, Coleman, Tex.—Granted petition to accept late appearance in proceeding involving applications in Docket 8140 and 8141.

Bee Bcstg. Co., Beeville, Tex.—Dismissed as moot petition requesting that Commission designate for consolidated hearing its application and that of Beeville Bcstg. Co.

Eugene Bcstrs. Inc., Eugene, Ore.—Granted petition for leave to amend application to specify mod. DA.

WQXR New York—Granted petition for leave to amend application to show changes in DA, etc.

WQXR New York, and KPMC Bakersfield, Calif.—Denied petition requesting that consolidated hearing scheduled to be held in Washington, Oct. 27, be continued without date until decision is reached in matter of clear channel broadcasting. Also denied petition requesting that Commission designate presiding officer to hear consolidated proceeding in re Docket 8002 et al. Also granted petition requesting that application of The Montana Network be dismissed for failure to file written appearance, due May 27, and application of The Montana Network was dismissed without prejudice. Denied petition requesting Commission to mod. order of Oct. 7, appointing presiding officer in consolidated proceeding in re Docket 8002 et al, so as to make Sec. 1.857 of rules applicable to said proceeding and to specify that presiding officer prepare initial decision as provided for in Sec. 1.851(a) of rules.

Johnston Bcstg. Co., Birmingham, Ala.—Dismissed as moot petition requesting continuance of oral argument set for Oct. 29.

Texoma Bcstg. Co., Wichita Falls, Tex.—Granted in part petition to amend application to substitute new engineering statement in lieu of all prior engineering statements filed as Exhibit 7 of application. Amendment accepted and record reopened for purpose of receiving said amendment.

The Capital Bcstg. Co., Annapolis, Md.—Denied petition requesting enlargement of issues in consolidated proceeding without prejudice to filing of further petition for enlargement of issues in said proceeding specifying one alternate frequency and accompanied by detailed engineering statement with respect to availability of said alternate frequency.

KSWS Roswell, N. M.—Dismissed as moot petition requesting that Commission designate for hearing application of W. E. Whitmore, KWEW Hobbs, N. M.

WARM Scranton, Pa.—Granted petition for leave to amend application to show different trans. site and DA system and change of power from 1 to 5 kw N.

WTOD Toledo, Ohio—Granted petition insofar as it requests dismissal without prejudice of application. Denied petition insofar as it requests Commission order application be reinstated upon subsequent amendment.

WRNY Rochester, N. Y.—Granted petition in part, requesting leave to amend application to substitute for engineering report marked "Exhibit E" an amended engineering report marked "Exhibit E-1", and record was reopened to receive said amendment.

The Tri-State Bcstg. Co., Cumberland, Md.—Granted petition for leave to amend application to change Paragraph 8 to show change in petitioner's officers, directors and stockholders.

FCC Soon to Announce Rules on Citizens Radio

ISSUANCE of proposed rules on licensing and use of Citizens Radio Service stations is expected at an "early date," FCC said in announcing adoption of previously proposed rules on technical requirements and procedure for obtaining type approval of equipment in this service.

Citizens Radio continues in experimental status at present but adoption of technical data, FCC said, will permit work to go ahead on design of equipment (460-470 mc band) so it will be ready for the public when licensing procedures are established.

WEEI Boston—Granted oral petition requesting continuance of consolidated hearing in re application of WHP WARM WBAX and continued said hearing from Oct. 28 to Nov. 6.

Cleveland Bcstg. Inc. Cleveland—Granted petition for leave to amend application to change corporate structure and ownership, etc., and amendment was accepted.

October 28 Decisions . . .

BY THE SECRETARY

KRJM Santa Maria, Calif.—Granted license for new FM station 103.1 mc 336 kw 295 ft.

WGNC-FM Gastonia, N. C.—Same except 101.9 mc 11.1 kw.

WSTC-FM Stamford, Conn.—Same except 96.7 mc 500 w.

WCFC Beckley, W. Va.—Same except 101.3 mc 3 kw.

WKJB Mayaguez, P. R.—Granted license for new AM station 1340 kc 250 w unl.; cond.

WGIV Charlotte, N. C.—Granted mod. CP for approval of ant. and trans. location.

WTMC Ocala, Fla.—Granted mod. CP to change type trans.

WBSC Bennettsville, S. C.—Granted mod. CP to change studio location.

WRC-FM Washington, D. C.—Granted mod. CP to change type trans.

KTLA Pasadena, Calif.—Granted mod. CP to make changes in trans. and ant. system and for extension of completion date for 180 days.

WABD New York—Granted mod. CP to make trans. changes.

The Journal Co., The Milwaukee Journal, area, Milwaukee—Granted license for new exp. TV relay station W9XMK.

WDBQ Dubuque, Ia.—Granted mod. CP extension of completion date for period of 3 months.

KROF Abbeville, La.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

KWWL Waterloo, Iowa—Granted mod. CP for approval of ant. and trans. location.

WHCU Ithaca, N. Y.—Granted CP install new trans., make changes in vertical ant. and mount FM ant. on AM tower, and change trans. location.

WZIP Covington, Ky.—Granted mod. CP to change type trans. and change name of permittee from Northern Ky. Airwaves Corp. to WZIP Inc.

KDAN Oroville, Calif. — Granted mod. CP to change type trans.

WQQW Washington, D. C.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WHLF So. Boston, Va.—Granted mod. CP to make changes in vertical ant.

WHTB Talladega, Ala.—Granted CP install new trans.

KSDN Aberdeen, S. D.—Granted mod. CP to change type trans.

WTRF Bellaire, Ohio—Granted mod. CP to make changes in vertical ant. and mount FM ant. on AM tower, and to specify studio location.

WMOB-FM Mobile, Ala.—Granted mod. CP to change type trans.

KMYC-FM Maysville, Calif.—Granted mod. CP for extension of completion date to 1-13-48.

WASA Baltimore—Same to 2-10-48.

WAAT-FM Newark, N. J.—Granted mod. CP to change type trans., make changes in ant. system; Class B station; 102.7 mc (Channel 274); 13.5 kw, 540 ft. (in lieu of previous cond.)

(*Continued on page 78*)

BMI *Pin-up Sheet*

Hit Tunes for November

(On Transcriptions)

A GIRL THAT I REMEMBER (BMI)
LANG-WORTH—Four Knights; " Frankie Masters; CAPITOL—Alvino Rey; NBC-THESAURUS—Novatime Trio

AS SWEET AS YOU (Regent)
NBC-THESAURUS—George Wright; LANG-WORTH—Airlane Trio; MacGREGOR—Johnny White Quartet

COME TO THE MARDI GRAS (Peer)
NBC-THESAURUS—Sweetwood Serenaders; LANG-WORTH—Frankie Carle; STANDARD—Curt Massey; ASSOCIATED—Vic Damone

FORGIVING YOU (Mellin)
ASSOCIATED—Vic Damone; CAPITOL—Skitch Henderson; LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)
LANG-WORTH—Lenny Herman; ASSOCIATED—George Towne; WORLD—Les Brown

I WONDER WHO'S KISSING HER NOW (Marks)
NBC-THESAURUS—Music Hall Varieties; NBC-THESAURUS—Knickerbocker Four; STANDARD—Claude Sweeten; " Lawrence Welk; ASSOCIATED—George Towne; WORLD—Frankie Froeba; " Ray Bloch; LANG-WORTH—Chuck Foster; " Randy Brooks; MacGREGOR—Artie Wayne; " Ernie Felice Quartet

JUST AN OLD LOVE OF MINE (Campbell-Porgie)
LANG-WORTH—Frankie Carle; " Airlane Trio; WORLD—Nat Brandwynne; ASSOCIATED—Phil Brito; NBC-THESAURUS—Novatime Trio; " Music of Manhattan; MacGREGOR—Anita Boyer

MADE FOR EACH OTHER (Peer)
LANG-WORTH—Al Trace; WORLD—Russ Morgan; NBC-THESAURUS—Sweetwood Serenaders

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)
Tex Williams—Cap. 40001; Lawrence Welk—Dec. 24113; Johnny Bond—Col. 37831; Phil Harris—Vic. 20-2370; Deuce Spriggins—Coast 263; STANDARD—Lawrence Welk

THERE'LL BE SOME CHANGES MADE (Marks)
CAPITOL—Buddy Cole's Four-of-a-Kind; CAPITOL—Del Porter; LANG-WORTH—Jack Lawrence; " Joe Sodja; MacGREGOR—Rad Nichols; STANDARD—Lucille Norman; NBC-THESAURUS—Slim Bryant

THE STORY OF SORRENTO (Pemora)
LANG-WORTH—Lenny Herman; MacGREGOR—Robert Maxwell; STANDARD—Lawrence Welk

ZU-BI (Republic)
MAJESTIC—Victor Lombardo; VICTOR—Sammy Kaye

Coming Up

FOOL THAT I AM (Hill & Range)
LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
MIAMI BEACH RHUMBA (Marks)
MY RANCHO RIO GRANDE (Harwall-Criterion)
NINA NANA (Encore)
RHUMBA FANTASY (Pemora)
THE JUNGLE RHUMBA (Duchess)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

THIS was the end of a four-story descent for John Watkins, special events man and commercial manager of WBBQ Augusta, Ga., who tested new portable fire escape device developed as a result of recent epidemic of hotel fires. Mr. Watkins described his trip down, using a portable chest microphone and portable disc recording equipment. The test was a part of Augusta's observance of Fire Prevention Week, an annual event.

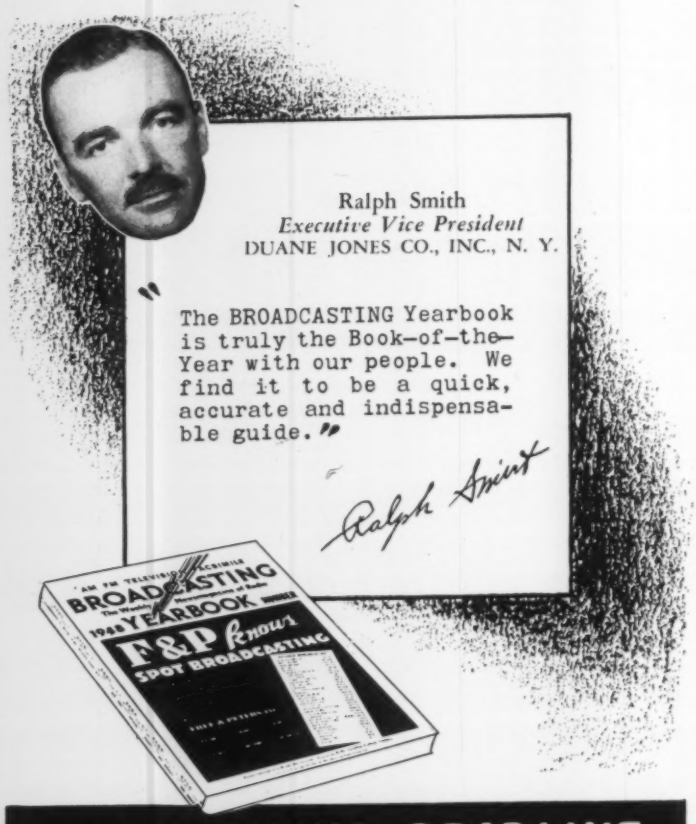
ALL-STUDENT program in which script, entertainment, commercials and production are handled by high school students, began on WTOL Toledo, Oct. 23, with sponsorship of Lasalle & Koch, local store. Series, titled "Campus Capers," is prepared under guidence of Radio Education Dept. of Toledo Board of Education. Every school in the city plus high schools in suburban districts take part in the shows. Steering committtee composed of representative students from each school is responsible for organization and planning of shows. Committee meets regularly with sponsor officials to discuss store policy and merchandising procedures as guide in planning series, heard over WTOL Thurs. 4:30-4:45 p.m.

Police Experiences

EXPERIENCES of a policeman from time he first joins the force as a rookie are dramatized on "John Shane, Officer of the Law," new program heard on WWJ Detroit. Series is designed to aid Police Dept. in following three ways: Officer Shane is portrayed as an average citizen who makes mistakes sometimes but receives promotions in reward for well doing, thus, aiding Police Dept.'s drive to enlist new men; incidents dramatized on show are from official files and point out that minor crimes are no more successful than big crimes, helping to stem petty crimes; number of programs deal with hit-and-run cases, emphasizing that driver is not necessarily a criminal unless he leaves the scene of the accident.

Meaning of Music

MEANING of music rather than dates of composers' births and deaths is being taught to school children in Louisville by means of new in-school program aired by WAVE Louisville, with cooperation of public schools and Junior League. Pupils are told to listen to the music and then put whatever it makes them think about into pictures, poems, stories and "word-pictures." Station reports that series has been given wide publicity by local papers and it estimates that some 7,000 children hear the program each week.


Ralph Smith
Executive Vice President
DUANE JONES CO., INC., N. Y.
"The BROADCASTING Yearbook is truly the Book-of-the-Year with our people. We find it to be a quick, accurate and indispensable guide."
Ralph Smith
BROADCASTING YEARBOOK
1948
F&P Radio Spot Broadcasting

ADVERTISING DEADLINE

NOV. 15 IF PROOF DESIRED • DEC. 1 FOR COMPLETE PLATE

PROGRAMS

Three-Way Coverage

NATIONAL COTTON Picking Contest, held early in October, received complete coverage by KLCN Blytheville, Ark., when station used three facilities to air the event for its listeners. Walkie-talkies were used in the field by Station Manager Harold Sudbury, giving complete detail of progress of pickers. Program Director Jimmy Jones flew over site of contest in KLCN's staff plane and gave color and air view of the scene. For entertainment of crowds witnessing contest, KLCN broadcast all live talent shows direct from contest site and held interviews with many attending officials. Station reports wide favorable comment on handling of the broadcasts.

TV Sells Houses

DRAMATIZATION of househunting problems, plus video showings of houses for sale are featured on new television show on WABD New York, sponsored by Previews Inc., national real estate clearing house. Series is designed to sell houses through added advantages of television, offering prospective buyer advanced view of his home. Fifteen-minute video series is produced and directed by David P. Lewis of Caples Co., New York.

Labor Problems

LABOR UNIONS are able to present their side of labor-management problems in weekly half-hour discussion program on CKAC Montreal. Format was decided on following recent sale of 13 half-hour periods by CKAC to one labor union. Unable to find suitable time for other unions wishing to buy time on station, and wishing to be fair to all unions, CKAC management decided not to sell time to unions but to divide half-hour weekly period among all unions for discussion of labor problems. Labor and management now present their case in weekly forums.

Police Cases

POLICE officials have consulted with CKNW New Westminster, B. C., to bring to listeners the story of actual police cases. Program titled "It Didn't Happen" is heard every Thursday at 8:30 p.m. Facts of the cases are true but fictitious names and places are used. Program ends with a description of a wanted criminal. Through the program it is hoped that some listener may supply the police with a clue that will say: Crime Was Planned . . . But . . . "It Didn't Happen."

Video for Children

HANDICRAFTS demonstrated in simple form for children is one feature of new television series, "Playtime," on WNBW, NBC video station in Washington. Series started Oct. 22 with an opening party for 60 children from Georgetown Settlement as guests of the station. Regular features of series include the "Busy Hands" segment, demonstrating handicrafts; Marionette show; guessing games; short talks by prominent people in children's work and illustrated newscast for children, with Parker Blackwell reading last-minute news written especially for youngsters. Program is presented in cooperation with Washington Junior League.

Recommends Show

TWO PROGRAMS heard over WKRC Cincinnati have been recommended for listening in Cincinnati's public schools by Dr. G. H. Reavis, assistant superintendent of Cincinnati Public Schools. Dr. Reavis has sent out letters to English teachers in 89 schools recommending "Favorite Story" and "CBS Was There" as "aid in appreciating and understanding the pieces of literature presented." Teachers pass recommendation along to pupils. Station further reports that Dr. Reavis has placed recordings of the shows in the Exchange Library to be circulated among schools in same manner as major literary works.

Small Business Forums

INSIGHT into affairs of small businesses in six New England states is presented on series of public service programs over the Yankee Network in cooperation with Smaller Business Assn. of New England. Series started Oct. 29 and is heard each Sunday at 1:30 p.m. Format is roundtable discussion by members of the Smaller Business Assn. telling problems, hopes and stories of their growth with the years.

Family Problems

BREAKING down national problems to family scale is theme of "Keeping Up With the Wigglesworths" which was scheduled to start Nov. 2 on WEAN Providence, R. I. Series is sponsored by AAMES Employment Service, offering placement service on professional level as solution to one economic problem. Programs attempt to translate "big" ideas into human terms and point out advantages of free enterprise. Series is transcribed and produced on grant from Alfred P. Sloan Foundation. Agency is Radio-Providence Productions.

Teaching by Video

TEACHING piano via television is purpose of weekly series which started Oct. 29 on WTTG Washington, DuMont video station. Programs are produced by College of Arts and Sciences of American U. and are conducted by Dr. Westervelt B. Romaine of that school. Dr. Romaine utilizes several novel teaching methods for television, effective in no other medium. Directed toward students of high school age, series is telecast on WTTG Wed. 2 p.m.

Industry Relations

TO INFORM community about its relationship to a local industry, new weekly series is to start on WMBO Auburn, N. Y., Nov. 4 under sponsorship of Columbia Rope Co. of Auburn. Program also aims to build closer understanding by community of the company and its activities, to give plant's workers opportunity to participate in program, and to promote civic pride and responsibility in community. Format will include discussions of local problems, talks by leading company officials and music featuring Columbian Rope Singers, company employes.

'Quiz-Bee'

OLD FASHIONED quiz bee with fourth, fifth and sixth grade students pitted against each other is broadcast each week on KCNA Tucson, sponsored by Tucson Newspapers Inc., in cooperation with public schools. Two students from each grade of each school are selected by teachers every week to appear on the show, titled "Quiz Bee." Team having highest score wins weekly prize for school, cash donation by Tuscon Newspapers to go for a new classroom radio.

Shut-Ins' Requests

RECORDED INTERVIEWS with patients in veterans hospitals have been added to Sunday morning record show, "Master of Rhythm," on WTMJ Milwaukee. M.C. Paul Skinner tours the hospitals during the week, talks to patients and asks them for request numbers. Interviews are then aired on the show along with request numbers specified.

'All Aboard'

REPLACING the usual on-the-street show, WJEF Grand Rapids has new feature titled "All Aboard." Show originates on Pere Marquette Streamliners where M.C. Nate Bryant interviews Detroit-bound passengers aboard the train just before departure time at 1:00 p.m. It is tape recorded and aired at 7:15 p.m., five quarter-hours weekly.

Youth Talks

WEEKLY forum broadcast titled "Youth Has Its Say" is heard Wednesday at 4:45 p.m. on WTAG Worcester, Mass. Each week four teen-age members of the announcing and dramatic groups of the WTAG Radio Club are selected to discuss local and national topics of general interest to high school students.

America's favorite 250-watt AM transmitter model BTA-250-L

WITH OPERATING FEATURES as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters . . . more than 350 of them . . . have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 12-K Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

"The BROADCASTING Yearbook is the most dog-eared reference volume in the time-buying department."

LINNEA NELSON
Head Time Buyer
J. WALTER THOMPSON CO.
New York

MAJOR DATA IN THE 1948 YEARBOOK

- Advertising
  - Network
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- Advertising Agencies
- Billings Network
- Broadcast Advertising Analysis
- Broadcasting Stations
  - By Call Letters
  - By Frequencies
- Equipment Manufacturers
- FCC Executive Personnel
- FCC Rules
- FM Commercial Stations
- Highlights and Headlines
- National Assn. of Broadcasters
- Newspaper-Radio Ownership Affil.
- Regional Networks
- Station Representatives
- Television Stations
- Transcription Prod., Prog. & Talent

THROUGH 13 years key buyers of time have depended on the BROADCASTING Yearbook. They've studied its documentary of the year in radio; its reviews of past years. Daily, they've consulted its hundreds of references on AM, FM, TV. Its figures on broadcast advertising sales have been quoted time and again.

The 1948 edition is guaranteed 16,000 circulation—more copies to top buyers than ever before. Bills are not rendered until Feb. 1948. Deadline is Nov. 15 if proof desired; Dec. 1 for complete plate. **Reserve space today.**

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON, 4, D. C.

Roesler Tosses A Nice Bouquet

EDITOR, BROADCASTING:

I have just received the framed copy of the "Seller of Sales" sketch for which I want to sincerely thank you.

. . . If anybody doubts that BROADCASTING Magazine doesn't have complete readership, just refer them to me. Frankly, it was a new experience in that I received letters, wires and phone calls from all over the country and, incidentally, heard from several people whom I haven't been in touch with for years. There is no question about the fact that BROADCASTING is really read.

George Roesler
Radio Timebuyer
Henri, Hurst & McDonald Inc.
Chicago

* * *

Compares State Figures With the Census Report

EDITOR, BROADCASTING:

We Montanans are the easiest people in the world to get along with. It's not a slogan but a dictum up here that "the heart is in the handshake." Plenty hard to make us mad. But BROADCASTING succeeded!

Let's bring that Oct. 20 census story up-to-date. Montana is pictured as having suffered a decline of 11.7% in population during the period April 1, 1940-July 1, 1947. We'll go along with that, knowing that this state furnished more men, per capita, to the armed services than any other state during two World Wars.

But now they're coming back—and thousands of people across the country are beginning to "discover Montana." The Montana Unemployment Compensation Commission's official figures for *August* 1947 show that the state had 582,300 people—an increase of 88,300 over your figure for *July* 1947. In the two months since then, Montana's population has shown an appreciable gain, attested to by higher school enrollments, industrial expansion, greater rural settlement and tourists who came to see—and stayed to settle.

Aw, we're not really sore, Mr. Editor. Just set the record straight for us, will you?

W. C. Blanchette
Program Director
KGVO Missoula, Mont.

(Editor's Note: We're sure glad Reader Blanchette isn't sore. Our story simply reported the figures as released by the Census Bureau, but we're glad to straighten the record about one state that Horace Greeley must have had in mind when he gave his famed advice to the young man.)

Announce Details Of NARND Agenda

NEWSMEN from affiliates of each of the major networks will hold group meetings with their colleagues from other stations of the same network as a feature of the National Assn. of Radio News Directors second annual convention in Washington, D. C., Nov. 13-15.

Convention program also will include clinics on newsroom libraries and filing systems, cultivating local news sources, use of recorders in radio news gathering, libel in radio news and editorializing on the air, John F. Hogan, of WCSH Portland, Me., NARND president, announced.

Scheduled for the afternoon of the opening day of the convention is a cocktail party, with the Radio Correspondents Assn. as host, Mr. Hogan said.

NARND members and other newsmen planning to attend the convention are being advised to make hotel reservations promptly, since special session of Congress opening Nov. 17 is expected to tax hotel facilities. Convention headquarters will be at the Hamilton Hotel. Some convention sessions are to be held at American U.

Federation of Broadcast Associations Headed by NAB Urged by Sillerman

FEDERATION of broadcast associations, with NAB functioning at the top level in a supervisory role, was advocated by Michael M. Sillerman, president of Keystone Broadcasting System, in an address last week before the Pittsburgh Radio & Television Club.

Mr. Sillerman

The industry is "bursting at the seams," he said, with scientific advances bringing new services and functions. This vast industry has matured into a new and complex form, he explained, with new, specialized and peculiar problems.

As a result, according to Mr. Sillerman, the NAB organizational setup is too limited for the handling and solution of these new problems. He cited the Atlantic City convention, where "scattered over miles of seashore boardwalk, broadcasters found the meetings too spread out physically and too general in substance to serve their individual needs and interests."

He referred to separate FM and television associations, and the new representatives organization, as illustrating the thinking of specialized groups concerning the need for specific, function organizations.

Though NAB has a standing small station committee, Mr. Sillerman said, the "surface has not yet been scratched in this area, and there is sufficient work for a permanent association in this field alone." He referred also to the music situation as a case in point, with transcription and recording companies lacking permanent organizations, resulting in NAB's formation of an industrywide music committee.

"The quality of leadership embodied in NAB could be capitalized in bringing about a strong and efficient federation of American broadcasters," he said. He proposed that spokesmen for various broadcast facets meet with the NAB board to study the project.

KSFO
SAN FRANCISCO
MUSIC PAYS OFF
560
Wesley I. Dumm, President
Philip G. Lasky, Vice-President
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

890 KC • 5000 WATTS • FULL TIME

"VIC" DIEHM SAYS:

The 55 Million Dollars

. . . earned annually in this rich Anthracite Area of Pennsylvania is spent right here in WAZL's coverage area. And too, it's a fact that our 90% listening audience is a buying audience. It all adds up to just one thing—you get results; direct sales results from your WAZL advertising dollar. Be wise . . . contact us right away.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
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O. R. WRIGHT
SALES MGR
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KFMB
sells
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From AM to PM with AM and FM, KFMB keeps pace with growing San Diego . . California's 3rd city . . America's first in per capita retail sales. It's the "listening hub" of his great market—right in the center of 460,000 people —all within 15 miles of our antenna, that is!

KFM*B

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

FCC Actions

(Continued from page 73)

Decisions Cont.:

WFAH Alliance, Ohio—Granted license for new FM station.
WWHG Hornell, N. Y.—Same.
WLBC-FM Muncie, Ind.—Same.
WCSC Charleston, S. C.—Granted mod. CP to make changes in DA and mount FM ant. on No. 2 tower.
WSPR-FM Springfield, Mass.—Granted mod. CP to change trans. site, type trans. and make changes in ant. system.
WDWS Champaign, Ill.—Granted mod. CP to change trans. location.
WFOR Hattiesburg, Miss.—Granted mod. CP for extension of completion date to 2-2-48.
KMLB Monroe, La.—Same to 12-31-47.
WRAM Dearborn, Mich. — Granted mod. CP for extension of completion date to 1-29-48.
WDLF-TV Syracuse, N. Y.—Same to 3-31-48.
WHOO-FM Orlando, Fla.—Same to 2-10-48.
WMOB-FM Mobile, Ala.—Same to 2-10-48.
WESB-FM Bradford, Pa.—Same to 1-1-48.
WKJG-FM Fort Wayne, Ind.—Same to 12-15-47.
WBEZ Chicago—Same to 5-1-48.
KXYZ-FM Houston, Tex.—Same to 2-1-48.
KWHN Fort Smith, Ark.—Same to 11-29-47.
WKJG Fort Wayne, Ind.—Same to 11-30-47.
WHKT WHKI United Bcstg. Co., area of Cleveland—Same to 11-29-47.
WDNC Durham, N. C.—Same to 1-27-48.
WQAM Miami, Fla.—Same to 2-16-48.
WFIL Philadelphia—Same to 12-1-47.
WKOW Madison, Wis.—Same to 3-6-48.
KUGN-FM Eugene, Ore.—Same to 12-7-47.
WRXW Louisville, Ky.—Same to 5-15-48.
KVSO-FM Ardmore, Okla.—Same to 1-13-48.
WEXL-FM Royal Oak, Mich.—Same to 1-15-48.
KPRC-FM Houston, Tex.—Same to 11-25-47.
WSAR-FM Fall River, Mass.—Same to 4-18-48.
WSAN-FM Allentown, Pa.—Same to 5-15-48.
WKYC Paducah, Ky.—Same to 5-15-48.
WGTR Worcester, Mass.—Same to 1-27-48.
WMNE Portland, Me.—Same to 1-27-48.

BY A BOARD

WING Dayton, Ohio—Granted renewal of license for aux. trans. for period ending Nov. 1, 1950.
WHP Harrisburg, Pa.—Same.
WBNS Columbus, Ohio—Same.

October 28 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

Patrick G. Smith, Bishop, Calif.—CP new standard station 550 kc 250 w D.

Assignment of CP

KOWL Santa Monica, Calif.—Voluntary assignment of CP from Arthur H. Croghan to KOWL Inc.

Modification of License

KRLN Canon City, Col.—Mod. license to change hours from D to specified hours.

License for CP

WKAT Miami Beach, Fla.—License to cover CP, as mod., which authorized to install old main trans. (at present site of main trans.) to be used for aux. purposes with 1 kw; and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFRL Freeport, Ill.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

KOKX Keokuk, Iowa—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WZIP Covington, Ky.—Same.

WPAD Paducah, Ky.—License to cover CP, as mod., which authorized install new vertical ant., change trans. location and install new trans. and authority to determine operating power by direct measurement of ant. power.

AM—1190 kc

Ouachita Bcstg. Co., West Monroe, La.—CP new standard station 1190 kc 250 w D.

AM—1320 kc

WILS Lansing, Mich.—CP change frequency from 1240 to 1320 kc, power from 250 w to 1 kw D and hours operation from unl. to D; omit request to install new trans. and change trans. location. AMENDED to change hours from D to unl. using DA-N and change trans. location.

Modification of CP

WCAL Northfield, Minn.—Mod. CP which authorized install new trans., for extension of completion date.

License for CP

KWOA Worthington, Minn.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

License for CP

WGRM Greenwood, Miss.—License to cover CP which authorized change trans. location and make changes in vertical ant. and authority to determine operating power by direct measurement of ant. power.

AM—950 kc

Boone County Bcstg. Co., Columbia, Mo.—CP new standard station 950 kc 1 kw DA unl.

AM—1230 kc

Radio Central, Moberly, Mo.—CP new standard station 1230 kc 250 w unl.

Modification of CP

WNJR Newark, N. J.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Assignment of CP

KERS Elko, Nev.—Voluntary assignment of CP from Herschel Bullen tr as Elko Service Co. to Elko Bcstg. Co.

AM—880 kc

WRRZ Clinton, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAKR Akron, Ohio—Mod. CP, as mod., which authorized to make changes in DA-N and make changes in ground system, for extension of completion date.

Transfer of Control

KNPT Newport, Ore. — Involuntary transfer of control of permittee corporation from Carl Schindler, Jr. and Leo E. Schacter, executor of estate of Carl Schindler Sr., deceased, to Thomas R. Becker and Andrew H. Becker. (200 sh. of capital stock—80%).

License for CP

WORA Mayaguez, P. R.—License to cover CP, as mod., which authorized new standard station and specify studio locations and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KIRO Sioux Falls, S. D.—Mod. CP which authorized new standard station for extension of completion date.
WMAK Nashville, Tenn.—Mod. CP which authorized new standard station to change from DA-N to DA-DN, change trans. location and to specify studio location and for extension of completion date.

License for CP

KSEL Lubbock, Tex.—License to cover CP, as mod., which authorized increase power, change hours, install DA-N and mount FM ant. on top of AM tower, and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

Rockbridge Bcstg. Corp., Lexington, Va.—CP new standard station 1450 kc 250 w unl.

Modification of CP

WDXE Birmingham, Ala.—Mod. CP as mod., which authorized new FM station for extension of completion date.
KFSD-FM San Diego, Calif.—Same.
WLET Toccoa, Ga.—Same.
WKMO-FM Kokomo, Ind.—Same.
WHAI-FM Greenfield, Mass.—Same.

FM—92.5 mc

Radio Station KWOC, Popular Bluff, Mo.—CP new FM station (Class B) on Channel 223, 92.5 mc, ERP 9.6 kw.

Modification of CP

WABF New York—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.
WBRE-FM Wilkes-Barre, Pa.—Mod. CP, as mod., which authorized new FM station to make changes in ant. system.

Modification of CP

KVMA Magnolia, Ark.—Mod. CP which authorized new standard station to specify 630 kc 1 kw D, to change type trans. and for approval of ant. trans. and studio locations.

AM—720 kc

WGN Chicago—CP make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

KIOA Des Moines, Ia.—Mod. CP which authorized new standard station to make changes in DA and mount FM ant. on No. 3 tower.
KCLO Leavenworth, Kan.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

AM—1490 kc

KDRO Sedalia, Mo.—CP install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

KBGS St. Louis—Mod. CP which authorized new standard station to install DA and mount FM ant. on No. 1 tower, and for approval of ant. and trans. location.
WCSS Amsterdam, N. Y.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.
KFGO Fargo, N. D.—Mod. CP which authorized new standard station to change type trans. to specify studio location and for extension of completion date.
WNNC Newton, N. C.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.
WVSC Barnwell, S. C.—Mod. CP which authorized new standard station for approval of ant. and trans. location.
WROL Knoxville, Tenn.—Mod. CP, as mod., which authorized increase in power, changes in trans. equipment and DA, to change type trans. and for extension of completion date.
KAMQ Amarillo, Tex.—Mod. CP, as mod., which authorized new standard station to change type trans.

Modification of CP

WOL-FM Washington, D. C.—Mod. CP as mod., which authorized new FM station for extension of complete date.

FM—93.5 mc

Greenwich Bcstg. Corp., Greenwich, Conn.—CP new FM station, Class A, Channel 228, 93.5 mc, ERP 340 w ant. height above average terrain 75

HAWAII'S FIRST STATION
KGU
NBC
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PACIFIC
SINCE
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HONOLULU
Affiliated with THE HONOLULU ADVERTISER · *Represented by* THE KATZ AGENCY, INC.

NEW OFFICERS of North Carolina Assn. of Broadcasters are shown following their recent meeting in Greensboro. Group includes (l to r): James Campbell, WKNS Kinston, secretary-treasurer; Allen Wannamaker, WGTM Wilson, executive committeeman; Robert Wallace, WOHS Shelby, vice president; Frank Jarman, WDNC Durham; Harold Essex, WSJS Winston-Salem, president.

FM—103.3 mc

Western New York Bcstg Co., Buffalo, N. Y.—CP new FM station (Class B) on Channel 277, 103.3 mc, ERP 3.3 kw.

Modification of CP

WRWR-FM Albany, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WFOB Fostoria, Ohio—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WHAS-TV Louisville, Ky.—Mod. CP, as mod., to change frequency to Channel 5, 76-82 mc, change ERP to vis 1340 kw aur 0.768 kw, change type equipment and to make ant. changes.

TV—76-82 mc

Bluff City Bcstg. Co., Memphis, Tenn.—CP new commercial television station on Channel 5 76-82 mc, ERP vis. 1440 w, aur. 720 w unl.

TV—66-72 mc

Memphis Pub. Co., Memphis, Tenn.—CP new commercial television station Channel 4 66-72 mc, ERP vis. 13.6 kw, aur. 7.12 kw unl.

TV CP DELETED

TV—Exp. Station

The Times-Mirror Co., Pasadena, Calif.—CP new experimental television station W6XPC on 510-545, 700-735, 885-920 mc, aur. 5 kw and specify emission A0, A3, A4, A5 and or special (FM and pulse type). Deleted Oct 23.

APPLICATIONS DISMISSED

Modification of CP

KWBU Corpus Christi, Tex.—Mod. CP which authorized new standard station to change frequency from 1010 to 1030 kc, hours from D to unl. using 10 kw-N 50 kw-D; changes in trans. equipment and install DA-DN. Also license to cover CP for new station at Corpus Christi, Tex., and for approval of studio site; and authority to determine operating power by direct measurement of ant. power.

TENDERED FOR FILING

AM—920 kc

Donroy Bcstg. Co., San Diego, Calif.—CP new standard station 920 kc 1 kw D.

Modification of CP

WEMB San Juan, P. R.—Mod. CP to change frequency from 1320 to 1190 kc, power from 5 kw to 10 kw and install DA-N.

TENDERED FOR FILING

AM—1350 kc

WGAD Gadsden, Ala.—CP change 1 kw unl. to 1 kw-N 5 kw-D, change from DA-DN to DA-N, install new trans. and make changes in ant. system.

AM—1340 kc

Collier Cobb Jr., William Grady Pritchard and J. B. Johns, Chapel Hill, N. C.—CP new standard station 1340 kc 250 w unl.

AM—1050 kw

Crookston Bcstg. Co., Crookston, Minn.—CP new standard station 1050 kc 1 kw D.

October 29 Decisions . . .

DOCKET CASE ACTIONS

Assignment of License

Announced decision granting application for consent to assignment of license of KMED Medford, Oreg., and FM CP, from Mrs. W. J. Virgin to Medford Radio Corp., competing assignee, providing they enter into and file with FCC within 30 days contract for assignment of license and FM CP in accordance with Commission rules. Application for assignment to Gibson Bcstg. Co. is denied (Comr. Jones dissenting with opinion; Comr. Denny not participating).

October 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFQD Anchorage, Alaska—Mod. CP as mod. to install new vertical ant., move main trans., increase power, install new trans., for extension of completion date.

License for CP

KTNO Fresno, Calif.—License to cover CP which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WMBM Miami Beach, Fla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSO Des Moines, Iowa—Mod. CP as mod., which authorized changes in DA-N, install new trans. and FM ant. on top of AM tower and change in trans. location, for extension of completion date.

WTWA Thomson, Ga. — Mod. CP., which authorized new standard station for approval of ant., trans. and studio locations.

WTPS New Orleans, La.—Mod. CP as mod. which authorized new standard station, to change hours from D to unl., change 1 kw D to 500 w-N, 1 k-D, install DA-N and for extension of completion date.

AM—1450 kc

WCJU Columbia, Miss.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KOJM Havre, Mont.—License to cover CP as mod. which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—1410 kc

WWSC Glens Falls, N. Y.—CP change frequency from 1450 to 1410 kc, increase 250 w to 1 kw, install new trans. and DA-N, and change trans. location.

Modification of CP

WLTR Bloomsburg, Pa. — Mod. CP which authorized new standard station to change type trans. and for extension of completion date.

WMRF Lewiston, Pa.—Mod. CP as mod., which authorized change trans. location, install new vertical ant. with FM ant. mounted on top and ground system, for extension of completion date.

WCSC Charleston, S. C.—Mod. CP as mod., which authorized increase power, install. new trans. and DA-N, and change trans. location and mount FM ant. on No. 2 tower, for extension of completion date.

WBIR Knoxville, Tenn.—Mod. CP as mod., which authorized install. new vertical ant. and ground system and change trans. location, for extension of completion date.

WBOM Oak Ridge, Tenn.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

License for CP

WFAA Dallas, Tex.—License to cover CP which authorized install. new trans.

WBAP Fort Worth, Tex.—Same.

Modification of CP

KEPO El Paso, Tex.—Mod. CP, which authorized new standard station to change type trans., make changes in DA and specify studio location.

KNEV Provo, Utah—Mod. CP which authorized new standard station to make changes in trans. and for approval of ant., trans. and studio location.

WCVS-FM Springfield, Ill.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WBON Bowling Green, Ky.—Mod. CP which authorized new FM station to make changes in ant. system.

WMFM North Adams, Mass.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WHAV-FM Haverhill, Mass.—Same.

WSFL Springfield, Mass. — Mod. CP which authorized new FM station to change trans.

WWNY-FM Watertown, N. Y.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WLAL Lakewood, Ohio—Same.

WKOK-FM Sunbury, Pa.—Same.

FM—95.7 mc.

W. Albert Lee, Houston, Tex.—CP new FM station (Class B) on Channel 239 95.7 mc, ERP 45 kw and ant. height above average terrain 380 ft.

Modification of CP

KALW San Francisco—Mod. CP as mod. which authorized changes in noncommercial educational station, for extension of completion date.

License Renewal

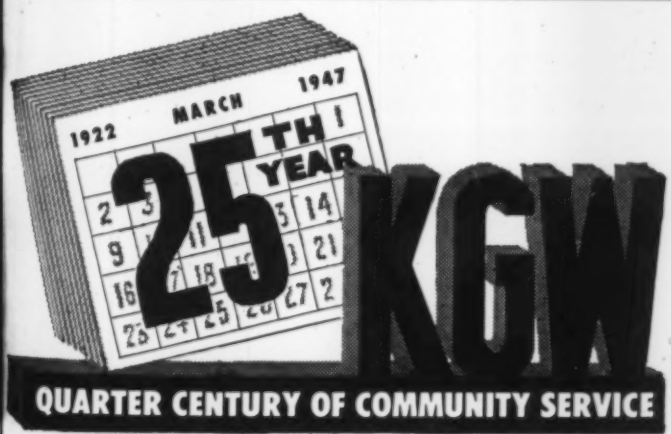
KSWO Lawton, Okla. — License renewal AM station.

TENDERED FOR FILING

Modification of CP

KSBW Salinas, Calif. — Mod. CP to modify DA, using 1 kw on 1380 kc with DA-DN.

(Continued on page 80)



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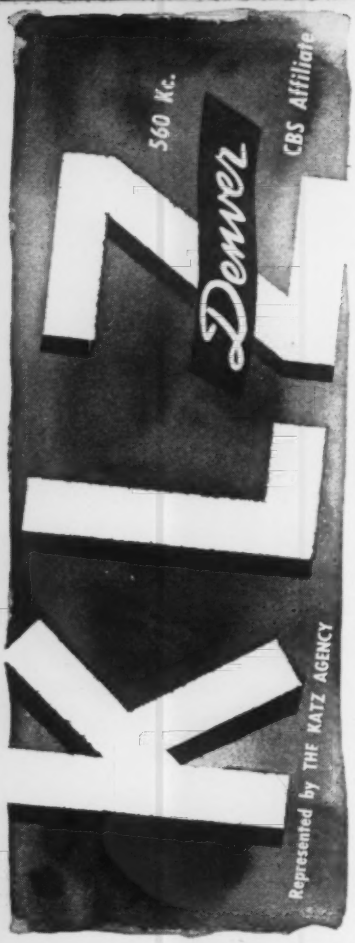

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Youngstown Ratings
of Network Shows
Average 100% Higher
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A Greater Audience
at Lower Cost
Ask HEADLEY-REED

WFMJ
The ABC Station For
YOUNGSTOWN, OHIO

FCC Actions

(*Continued from page 79*)

Applications Cont.:

SSA—1050 kc

WZIP Covington, Ky.—Request for SSA to operate from 6 a.m. to 6 p.m. or sunset, whichever is later, with 250 w on 1050 kc for period of regular license.

AM—1460 kc

KIMA Yakima, Wash.—CP increase 500 w DN to 500 w N 1 kw D and make changes in vertical ant.

October 30 Decisions . . .

DOCKET CASE ACTION

AM—850 kc

Announced adoption of order making final grant of application of The A. S. Abell Co., Baltimore, for new standard station 850 kc 1 kw unl. DA-DN and application of Berks Bcstg. Co. to change assignment of WEEU Reading, Pa., from 850 kc 1 kw D to 850 kc 1 kw unl. DA-N and make changes in equipment.

Hearings Before FCC . . .

NOVEMBER 3

AM—Hearing

KFRE Fresno, Calif.—CP 970 kc 1 kw unl.

KTKC Fresno, Calif.—CP 940 kc 50 kw unl. DA-DN.

AM—Hearing

WBAL Baltimore—License renewal 1090 kc 50 kw main 10 kw aux. DA unl.

Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

To be held before Comr. Hyde in Room 451, Post Office Bldg., Calvert and Fayette Sts., Baltimore, 10 a.m.

NOVEMBER 3-4

AM—Hearing

W. W. Roark, Kerrville, Tex.—CP 1230 kc 250 w unl.

Leonard B. Brown, Kerrville, Tex.—Same.

To be held in District Court Room, County Court House, Kerrville, 10 a.m.

NOVEMBER 3-5

AM—Hearing

Times Pub. Co., Erie, Pa.—CP 1400 kc 250 w unl.

Erie Bcstg. Co., Erie, Pa.—Same.

Community Bcstg. Co., Erie, Pa.—Same.

To be held in Court Room, U. S. Court House Bldg., 6th and State Sts., Erie, 10 a.m.

NOVEMBER 6

AM—Hearing

WJOI Florence, Ala.—CP 1280 kc 1 kw-N 5 kw-D DA-N unl.

WGBF Evansville, Ind.—CP 1280 kc 5 kw unl. DA.

Intervenor: WDSU New Orleans.

AM—Hearing

Midwest Bcstg. Co., Mt. Vernon, Ill.—CP 1300 kc 500 w D.

Raleigh M. Shaw, Lawrenceville, Ill.—CP 1300 kc 1 kw D.

NOVEMBER 6-7

AM—Hearing

Bexar Bcstg. Co., San Antonio, Tex.—CP 980 kc 1 kw D.

Fort Bend County Bcstg. Co., Rosenberg, Tex.—Same.

To be held Nov. 6 in Court Room, Bexar County Court House, San Antonio, and Nov. 7 in City Hall, Rosenberg.

FM—Hearing

Matta Bcstg. Co., Pittsburgh—For FM facilities.

Pittsburgh Bcstg. Co., Pittsburgh—Same.

To be held in Court Room 4, U. S. Post Office Bldg., Pittsburgh, 10 a.m.

ADD NOV. 6

AM—Further Hearing

WHP Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

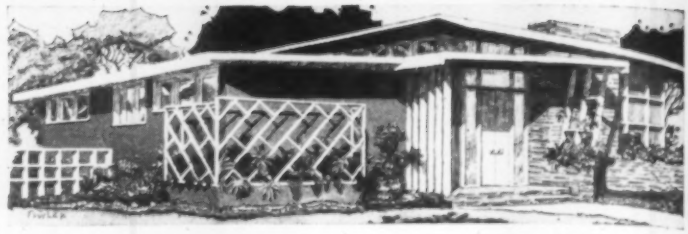
WARM Scranton, Pa.—CP 590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.

Intervenor: WLWA Lynchburg, Va.

KBS Adds 37

KEYSTONE Broadcasting System has added 37 stations to its system in the past seven weeks, according to Michael M. Sillerman, KBS president. Figures boost the KBS member stations to 302.



New Home of KPAS

* * *

SWEZEY CITES RADIO ROLE IN ACA SPEECH

"RADIO'S primary function in helping to build a nation and to sustain it strong and free is to keep the people of that nation fully and fairly informed on all important domestic and foreign issues," Robert D. Swezey, MBS vice president, said Friday in an address before the Assn. of Canadian Advertisers annual convention at the Royal York Hotel, Toronto.

"It is no less a function of radio in the interests of the national security to act as the voice of a nation in bringing the opinions of its people strongly and clearly to the peoples of other nations," Mr. Swezey stated. "I don't think anyone can overemphasize the importance of the job the BBC and the other allied radio services did during the last war in keeping up the morale of the peoples in the occupied countries and in bringing them the information, hope and encouragement necessary to pave the way for victory."

Mr. Swezey also pointed out, "radio must not only educate its listeners and support the economic system, it must provide a diversified entertainment schedule for the public. Reliable surveys indicate that a higher percentage of people in the States depend upon radio for this entertainment and diversion than upon any other medium. Wholesome entertainment is an indispensable factor in building a sound social foundation for a nation and maintaining the morale of its citizens."

NBC "Kraft Music Hall" has increased its station list to 145 with addition of KERO Bakersfield, KIST Santa Barbara, KCRA Sacramento, KAWT Douglas Ariz.

New KPAS Plans Start Next Sunday at Banning

KPAS, new 250 w Banning, Calif., station on 1490 kc, will begin Nov. 9 according to Carl Phillips, general manager and son of Rep. John Phillips (R-Calif.). Licensee is Pass Broadcasting Co. with Rep. Phillips serving as president.

Assisting Carl Phillips in management of station is his brother, Robert. Alan K. Abner, formerly with KFVD Los Angeles is commercial manager. Francis Dunn, an engineering consultant with Navy during war, is chief engineer. Marvin L. Bryan, formerly with CBS Hollywood, is program director. Charles A. Poteet, former manager of a Banning business firm, is assistant commercial manager. Announcers are Roger Nedry, Robert Wagner and George Posey.

AP news wire will be used. Gene Grant will represent station nationally.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,416 licensed, 489 construction permits, 304 applications in pending file, 385 applications in hearing; FM—seven licensed, 249 conditional grants, 698 CPs (of which 245 are on air under special temporary authority), 59 applications pending, 71 applications in hearing; television—six licensed, 63 CPs (of which eight are on air), 19 applications pending, eight applications in hearing.

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Bountiful Kansas
the area that *counts*
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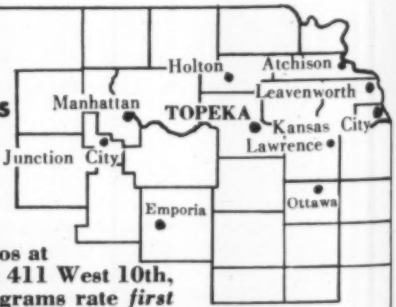
SELL TOPEKA with
WREN, ABC for
all eastern Kansas.
New offices, new studios at
WREN's new location, 411 West 10th,
Topeka; WREN's programs rate *first*
in Topeka; write for current survey proof!



WREN • TOPEKA
Represented by George P. Hollingbery Co.

Radio Gives Maximum Service In New England Forest Fires

By PAUL FULCOMER

NEW ENGLAND'S forest fires, latest in the succession of 1947 disasters which have taken heavy toll in life and property, found radio once again more than equal to its task.

Reports from stations and networks gave an overall picture much the same as that which radio provided in earlier 1947 disasters—the tornadoes, the floods, the Texas City explosion, the hurricane.

It was a story of stations staying on the air 24 hours a day to give maximum service, of staff members who worked long hours with little or no sleep to give listeners latest information about the progress of the fires and to warn them when the flames were coming dangerously close.

"A look at our log tells the sad story," WHEB Portsmouth, N. H., reported, and other stations made similar reports—"frantic appeals for fire fighters ... SOS calls for Red Cross ambulances, food and prayers ... official notices of road closings, postponements of meetings and generous offers of assistance from service organizations. And, of course, latest, on-the-scene bulletins."

Yankee Network listeners heard Lester Smith, director of Yankee's special features department, tell his story from the Coast Guard cutter *Bibb* as the ship arrived off Bar Harbor. Gus Saunders, flying above Bar Harbor, also related his story to Mr. Smith who relayed it to the Yankee audience.

Also utilizing ship-to-shore radio facilities of the *Bibb* were WBZ Boston and NBC. WBZ dispatched its Chick Morris to Bar Harbor, and his description was transcribed directly from a telephone receiver and aired by the station. In addition to regular news bulletins for the WBZ audience, Mr. Morris also fed to NBC on-the-spot bulletins during the height of the Bar Harbor conflagration.

From WGAN Portland, CBS affiliate, came a report that its entire staff lived at the station and kept WGAN on the air 24 hours daily, though Portland itself was at times in danger of being encircled by flames. WGAN ordered cancellation of all commercials during the fire emergency.

Indicative of how completely radio devotes itself to any emergency was a statement of WGAN's program director, Richard Bates, that the station had "cut in right in the middle of a sentence, whether it's a sponsored program or not" to air vital news and bulletins. "Until this emergency is over," he said, "this station is in nothing but the fire fighting business."

With one fire only 15 miles from Portland, Mr. Bates got in touch with CBS headquarters in New York and the network immediately dispatched 16 cases of shortwave equipment for use by WGAN in relaying news and vital information from outlying districts.

WIRE-RECORDING an on-the-spot story of one fire-gutted area in New England is this Yankee Network trio (l to r): Tom Foster, engineer; Leland C. Bickford, editor-in-chief of the network's news service; Lester Smith, director of the special events department. The trio accompanied Maine's governor, Horace Hildreth, through the state's fire-ravaged areas, and this broadcast was a description of the damage of the damage in the Kennebunkport area.

WGAN and WGUY Bangor, Me., both owned by the Guy D. Gannett enterprises, teamed up with the Gannett newspapers in Maine—the *Press Herald, Evening Express* and *Sunday Telegram and Press Herald* at Portland, the *Kennebec Journal* at Augusta and *The Sentinel* at Waterville—to keep Maine citizens informed of the forest fire developments. The emphasis was on accuracy, with sensationalism barred, according to C. E. Gatchell, WGAN station manager.

Another Portland station, WCSH, was the point of origination for five programs aired by NBC detailing progress of the fire fighting efforts. W. W. Chaplin, NBC correspondent, handled these shows.

ABC Coverage

WSPR Springfield, Mass., and WOKO Albany, N. Y., fed forest fire programs to ABC. Reports on the Bar Harbor blaze also were fed to ABC for its special fire program 4:30-4:45 p.m. on Oct. 24 by members of the news staff of WLAM Lewiston-Auburn, Me., who had flown over the stricken resort town. WLAM scheduled several extra broadcasts of fire news, receiving reports phoned direct from fire areas by its correspondents throughout the state.

Emergency messages from Maine's Governor Hildreth were aired as the occasion demanded via a special hook-up by the Maine Broadcasters Assn.

Although his state was not as hard hit as Maine, Gov. Robert F. Bradford of Massachusetts, sensing the potential danger in the worst epidemic of forest fires the Bay State had ever experienced, issued a precautionary warning to the commonwealth's citizens. This warning was transcribed by technicians at WBZ Boston, and 30 copies were rushed to other Massachusetts stations by the State Police, WBZ reports.

Stations in the other affected states likewise worked hand in hand with law enforcement and other governmental authorities and with public and private relief agencies.

WHEB Portsmouth, N. Y., and its sister station WKXL Concord, N. H., went all out to do their full share in the fire emergency. When the fire situation was at its worst a dozen separate conflagrations were eating their way into the area within a radius of 60 miles of Portsmouth. Coordinating WHEB's news coverage and assistance during the emergency was the station's vice president and general manager, Bert Georges. News Editor Charles Gray gave the on-the-scene descriptions of the various fires.

Wide Praise

There was praise for radio from every quarter. Typical of this was the personal thanks extended by Gov. Hildreth of Maine to Linus Travers, executive vice president and general manager of the Yankee Network, for the outstanding job that Yankee and its 23 affiliates did during the emergency. Mr. Travers supervised the coordination of regional coverage by Yankee stations. The *Dover* (N. H.) *Democrat* editorially praised one Yankee station, WHEB, for its cooperation in the emergency, and other stations drew similar praise from agencies closely identified with the job of fighting the fires and handling allied phases of the disaster work.

Heaviest attention was focused on Bar Harbor because of its fame as a fabulous summer resort, and when the emergency there was at its height many of the Yankee Network stations remained on the air all night. These stations included WNAC Boston; WFAU Augusta, Me.; WJOR Bangor, Me.; WEIM Fitchburg, Mass.; WHAI Greenfield, Mass.; WHYN Holyoke, Mass.; WLNH Laconia, N. H.; WCOU Lewiston-Auburn, Me.; WLLH Lowell-Lawrence, Mass.; WKXL Concord, N. H.; WBRK Pittsfield, Mass.; WMTW Portland, Me.; WSYB Rutland, Vt., and WHEB Portsmouth.

NBC to Alter WNBT Rates; Production Policy Changed

A NEW commercial rate schedule for WNBT, NBC's New York television station, with a base transmitter charge of $500 an hour, plus $1,000 for an hour's use of studio 8-G, will become effective Jan. 1, advertisers and agencies were notified last week by Reynold R. Kraft, sales manager of NBC Television.

The new charges, representing the first change in WNBT's rates since its first commercial rate schedule was announced March 6, 1946, are for the first 13 weeks of 1948 only, Mr. Kraft announced. A revised schedule for the second quarter of 1948 will be issued about the first of the year.

Mr. Kraft's letter also disclosed a change in the network's policy in production procedure, which heretofore has required that all programs be directed by an NBC director. "Effective immediately," the letter stated, "NBC will permit directors selected by the agency or client—subject to approval by the company—to direct production. NBC will provide a program director, a technical director and the necessary staff to assist the agency director."

Broken down into transmitter and program facilities classes, the new WNBT rate schedule lists transmitter fees as $500 for an hour, $400 for 40 minutes, $300 for a half-hour, $250 for 20 minutes, $200 for 15 minutes, $175 for 10 minutes, $125 for five minutes, $125 for one minute (film only and including film facilities), $80 for 20 seconds (including slides or film facilities). Transmitter charges under the old schedule were $75 for 10 minutes, $100 for 11 minutes to an hour.

Studio Charges

Charges for use of studio 8-G for live programs after Jan. 1 will be $1,000 for an hour, $800 for 40 minutes, $600 for a half-hour, $500 for 20 minutes, $400 for 15 minutes, $300 for 10 minutes, $200 for five minutes. This studio, now nearing completion in Radio City, is described by NBC as "the most modern, up-to-date television studio in the world."

Film studio charges under the new schedule will be $250 an hour, $225 for 40 minutes, $200 for a half-hour, $175 for 20 minutes, $150 for 15 minutes, $125 for 10 minutes, $100 for five minutes.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

President Ready

(Continued from page 15)

his statement, obviously threatening an all-out confirmation fight. He said it was the prerogative of the President to nominate anyone he may choose for "this important position" and that it is also the prerogative of the Senate to "confirm or reject the nomination."

"It is to be hoped," his statement added, "that a realization of this divided authority and responsibility will result in an appointment which will be mutually satisfactory. In passing, it might be remarked that it would seem to be advisable to fill this important post with a man who has had broad experience in, and possesses practical knowledge of, the broadcasting industry."

Mr. Reece first called upon the President in filling the prospective vacancy to "give a practical demonstration of that 'cooperation'" which he had promised. He cited the GOP's interest in the character and ability of the FCC's personnel, pointing out that his committee is charged with the responsibility of running a Presidential campaign next year and "one of the most important instruments available to it for the conduct of that campaign is radio." A Commission dominated by persons "willing to put partisanship ahead of impartial administration," he added, "could interpose serious difficulties."

Mr. Reece said it has been "somewhat disturbing" to note published reports that the President was considering the appointment "of a man who has been associated with the left-wing of the Democratic Administration since its very inception, who has been closely associated with the White House, and who is a graduate of the Indiana Democrat machine in the days of the notorious 'Two Per Cent Club.' A man with that background might well experience difficulty in convincing the public that he would be an impartial administrator."

Term Ends 1951

The Denny vacancy is for the term which ends June 30, 1951. The nomination by the President would be for the commissionship, rather than the chairmanship. Under the Communications Act, the President selects the chairman from among the seven commissioners.

It is a foregone conclusion that the President's intention is to designate Mr. Coy as chairman. Mr. Coy initially was not receptive, because of the sharp reduction in income that would be entailed. The FCC post pays $10,000, but it is understood that Sen. Wallace White Jr., of Maine, majority leader and head of the Senate Interstate Commerce Committee, will propose an increase to $12,500 at the next session for all Commissioners.

Senator White had no comment either on the indicated Coy appointment or on Chairman Reece's statement. He said that he didn't care to make a statement until the appointment actually was announced and came before his committee. He added, however, that he understood it was to be a "Democratic nomination." He said he did not know Mr. Coy, and therefore was in no position to comment.

Sen. Albert Hawkes (R-N.J.), member of the Interstate and Foreign Commerce Committee, said that he hadn't read the Reece statement but agreed that he would be "against" such a man as the statement described (presumably Coy) and "for" a man with the practical experience Mr. Reece labeled as desirable.

Coy Background

Mr. Coy fulfills the primary requisite which the President had indicated he would seek in naming a new chairman. The 45-year-old executive is a newspaperman turned broadcaster. *Who's Who* defines him as a "government administrator," stemming from nine years of unbroken service in government which began in 1933.

Mr. Coy, a mild-mannered man, nevertheless is regarded as a stern and efficient administrator. Several other federal posts were proffered him, but he was disposed to reject them. When prospects of the FCC opening developed, Mr. Coy was importuned by friends and associates to accept it, despite the economic loss.

Mr. Coy does feel that opportunity exists for a contribution to the public and to radio—a sphere of activity which whetted his interest when Eugene Meyer, owner of the *Washington Post*

Coy Numbering

IT MAY have been happenstance, prank or clairvoyance. The Washington telephone directory is the source. The home phone number of Wayne Coy is, and for some time has been, Woodley 3620. The FCC phone is Executive 3620.

Statement by Carroll Reece, Chairman of the Republican National Committee

IN FILLING the prospective vacancy in the Chairmanship of the Federal Communications Commission, Mr. Truman will have an opportunity to give a practical demonstration of that "cooperation" which he promised to the Nation following the elections of November 1946, but which so far as his administration is concerned has been conspicuous by its absence ever since.

The Republican National Committee has a very definite and real interest in the character and ability of the Federal Communications Commission's personnel. The National Committee is charged with the responsibility of running a Presidential campaign next year and one of the most important instruments available to it for the conduct of that campaign is radio. A Commission dominated by persons willing to put partisanship ahead of impartial administration of the law could impose serious difficulties in the way of the Committee's discharge of its responsibilities.

It has been an established practice for the party in power nationally to have a majority on various commissions such as the Federal Communications Commission. At present, however, it should be remembered that neither party is in complete control of the Federal Government. Republicans have a majority in Congress; Democrats still control the Executive Department. Therefore, this is a time when partisanship should be tempered by a frank realization of the existing condition. Whoever may be chosen to fill this prospective vacancy should be a man whose record demonstrates his ability and willingness to administer his responsibilities without partisanship.

In this connection, it has been somewhat disturbing to note published reports that Mr. Truman was considering the appointment of a man who has been associated with the left-wing of the Democrat Administration since its very inception, who has been closely associated with the White House, and who is a graduate of the Indiana Democrat machine in the days of the notorious "Two Per Cent Club." A man with that background might well experience difficulty in convincing the public that he would be an impartial administrator.

It is, of course, the prerogative of the President to nominate anyone he may choose for this important position, and it is also the prerogative of the Senate to confirm or reject the nomination. It is to be hoped that a realization of this divided authority and responsibility will result in an appointment which will be mutually satisfactory. In passing, it might be remarked that it would seem to be advisable to fill this important post with a man who has had broad experience in, and possesses practical knowledge of, the broadcasting industry.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

acquired WINX, 250-w Washington local, in 1944.

A strong proponent of FM, Mr. Coy was active in FM Broadcasters Inc., precursor of FM Assn., in 1944. He sat on its governing committee and served as an officer and director of the organization. Last month Mr. Coy completed a one-year term as a Small Stations director of the NAB. He had the solid support of the FM group, by virtue of his avid interest in promotion and development of that medium.

KGO-FM San Francisco Planning to Start Today

ABC's new FM station in San Francisco, KGO-FM, is scheduled to start today (Nov. 3). It will operate on a six-hour daily schedule, with main program content duplicating regular KGO-ABC programs. Station is assigned channel 291 (106.1 mc) with 3 kw.

Gayle Grubb, general manager of KGO and the FM station, stated that the initial period of FM broadcasting is an interim, non-commercial operation pending selection and development of KGO's television site. Temporary location for the FM transmitter is alongside KGO's AM transmitter in Oakland. Later the FM transmitter will be permanently installed at the television site.

KGO has been granted a license for television by the FCC and preliminary engineering for its video outlet is now under way. Increase of KGO's AM power from 7.5 to 50 kw is scheduled to start on Dec. 1.

KSFH (FM) Started

KSFH (FM) went on the air in San Francisco, Oct. 22. The station is licensed to the Pacific Broadcasting Co. with headquarters in the Fairmont Hotel. C. A. Gibson is president of Pacific. KSFH staff includes: H. R. Hurd, station manager; Forrester Mashbir, program director, and Walter T. Selsted, chief engineer. Billy Heyward and Wally Hutchinson are staff announcers. KSFH is on channel 235, 94.9 mc.

IRA HERBERT (l) WNEW New York, vice president in charge of sales, shows Phil Harris, president of S. Klein, New York department store, how wire recorder works. In its first use of radio advertising, S. Klein has signed 52-week contract for half-hour three-a-week show, *The Inquiring Recorder*, which combines wire interviews at the store with musical recordings in a kind of mobile disc jockey program.

CLAY WILL USE RADIO IN PROPAGANDA FIGHT

RADIO seemed destined to play a major part in the new U. S. program for counteracting pro-Communist and pro-totalitarian propaganda in Germany.

Gen. Lucius D. Clay, U. S. Military Governor in Germany, in announcing the new campaign last week indicated he would use every means at his disposal and that hereafter controversial subjects would not be avoided by the U. S.

General Clay disclosed that in addition to using the regular facilities of the "Voice of America," the new cultural program against Communism would make use of two shortwave stations in Germany heretofore employed only to broadcast information on general military Government policies.

The program will require more money, General Clay revealed, but he added that he didn't expect that to prove an obstacle. He said Congress shortly would be asked for more funds.

HUNTING SEASON?

No need to hunt in Worcester for the station that delivers most listeners per dollar . . .

It's

WNEB

Serving New England's 3rd Largest City, Worcester, Mass.

Represented by:

Adam J. Young Jr., Inc. and Kettell-Carter

New NARSR Unit Organized in N. Y.

$50,000 Budget to Be Spent Promoting Spot Broadcasting

ORGANIZATION of the National Assn. of Radio Station Representatives, composed of leading companies in the field, was formalized in New York last week during a two-day meeting attended by officials of 23 firms.

Officers of the association were elected and a $50,000 budget voted to carry out preliminary phases of a campaign to promote and develop spot broadcasting. An executive committee was instructed to prepare a preliminary plan for the campaign for presentation at the association's next meeting, Dec. 10.

The following officers were elected to one-year terms: Paul H. Raymer, of Paul H. Raymer Inc., president; H. Preston Peters, of Free & Peters Inc., vice president; Lewis H. Avery, of Avery-Knodel Inc., treasurer, and Joseph J. Weed, of Weed & Co., secretary. An executive committee will be composed of the association's officers as well as Eugene Katz, of the Katz Agency, who will serve a three-year term; Edward Petry, of Edward Petry & Co., two-year term, and Adam J. Young Jr., of Adam J. Young Jr. Inc., a one-year term.

At the two-day meeting which ended at 6 p.m. last Thursday, the new association adopted by-laws formalizing the organization.

Those attending the meeting were:

Mr. Avery and Arthur H. McCoy, of Avery-Knodel; John Blair and Dick Buckley, of John Blair Co.; Joe Timlin, of the Branham Co.; Henry Felts and Stephen Mahoney, of Burke, Kuipers & Mahoney; C. Stanley Bailey, of Burn-Smith; Nick Madonna, of Donald Cooke Inc.; Joseph Bloom, of Forjoe & Co.; Mr. Peters, Harry A. Friedenberg, of the Friedenberg Agency; Arthur Poppen-Spencer Jr., of George P. Hollingbery Bernard Howard, of W. S. Grant Co.; John Livingston, of Homer Griffith Co.; Frank Headley, of Headley-Reed; F. E. Spencer Jr., of George P. Hollingberry Co.; Terry Stanley, of Hal Holman Co.; George Brett and Mr. Katz, of the Katz Agency; Max Everett, of J. P. McKinney & Son; Joseph Hershey McGillvra, of Joseph Hershey McGillvra Inc; Hines Hatchett, of John E. Pearson Co.; Bob Mandeville, of John H. Perry Assoc.; Mr. Petry, Louis Moore and Robert Meeker, of Radio Adv. Co.; Mr. Raymer and Fred Brokaw, of Paul H. Raymer Co.; Joe Bogner, of Sears & Ayer; Fred Lake and Otis Rawalt, of the Walker Co.; Mr. Weed, Lionel Colton, of Helen Wood & Colton; Mr. Young and Paul Wilson, of Adam J. Young Jr. Inc.

Expansion Planned

WILLIAM BANKS, president of WHAT Philadelphia, has announced that the grant of fulltime operation by FCC to his station on 1340 kc, 250 w, will signalize start of an extensive expansion program. Equipment is being ordered including a new transmitter and console. Modernization of studios and offices also is planned. Station may move to new quarters.

NEW YORK's Police Commissioner Arthur Wallander has presented an award to WOR New York, for outstanding service to Police Athletic League through WOR's "P.A.L. Show."

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC WASHINGTON, N. C.

1000 WATTS, 880 KC CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ.

These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

TESTIMONIALS

We Got 'Em!

VARIETY
"America's Foremost Singers of Western Songs"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

Television Swings

(*Continued from page 15*)

safely say that the audience would run into millions.

In addition to the regular station coverage, Mr. Clipp revealed that television receivers and large screens will be placed in the basement of Convention Hall and in adjoining Commercial Museum. In this way, all the party members who cannot find room in Convention Hall, plus about 25,000 spectators a day can be accommodated close to the actual scene of activity.

Describing the potential coverage, Mr. Clipp said that coaxial cable and established relay links will tie together at least 14 stations in the East. These include WTTG, WNBW and WMAL-TV Washington; WFIL-TV, WPTZ and WCAU-TV Philadelphia; WABD, WCBS-TV, WNBT and WOR-TV New York; WBZ-TV Boston and WRGB Schenectady. These stations, he said, will carry the conventions to all or portions of 13 states with a total population of 42,644,273 and an electoral vote of 168.

To supplement this, plans call for a special, experimental East-to-West network of stations to carry into the Middle West. This chain is to be tied into the tested coaxial cable and will link all or portions of Ohio, Indiana, Illinois, Michigan and Wisconsin with the others to bring the total population to 68,557,269 or 257 electoral votes.

Other TV Outlets

Besides that, Mr. Clipp points out, seven more television stations along the Eastern network are expected to be in operation by the time the conventions start and will intensify the coverage.

Philadelphia's advantage, said Mr. Clipp, is its central location which allows it to draw upon the pool of skilled television personnel located in the East and makes it easily accessible for hard-to-get equipment. He estimated that financing the job will require $175,000 for both conventions.

A date has not yet been set for the Democratic Convention, but it is generally believed that it will be held a week or two after that of the Republicans which begins on June 21. Seating arrangements for radio and television correspondents have been left to the Radio Correspondents Assn. which will make the assignments under the supervision of the Committee on Arrangements of the Democratic National Committee.

The Republican National Committee, meanwhile, said that as a result of a meeting in New York last week with representatives of the broadcasting industry, plans are all set for the broadcasting and televising of its convention. Assignment of booths has been made and an organization has been developed, according to the committee. Jack R. Poppele, president of the Television Broadcasters Assn., heads the new television committee which consists of:

Will Baltin, TBA; Noel Jordon, WNBT New York; Al Jackson, WNBW Washington; Henry Grossman and Robert Benedick, WCBS New York; Leslie Arries, WTTG Washington; J. L. Caddigan, WABD New York; A. A. Schechter, MBS; Neil H. Swanson, WMAR Baltimore; Kenneth Berkeley, WMAL Washington; Roger W. Clipp and James T. Quirk, WFIL-TV Philadelphia and also on the Philadelphia City Committee; Clarence Thoman and Ray Major, WPTZ Philadelphia; Kenneth Stowman and David Miller, Philadelphia Inquirer; Ben Larson, WPEN-TV Philadelphia; Irving Rosenhaus and Frank Brewer, WATV Jersey City; Paul Mowrey, George Milne and Thomas Velotta, ABC.

All Cooperating

Mr. Poppele's committee will work with two sub-committees of the Republican National Committee, the Radio and Press, and Television and Motion Picture, headed by Committeemen John E. Jackson of Louisiana and Guy Gabrielson of New Jersey, respectively. Ed Engle of the Republican National Committee is Ex-Officio Chairman of the latter two committees and will work with all three in perfecting arrangements.

Video coverage will be the same as that for the Democrats and will be on a pooled basis. AM coverage will be similar to that of the last convention, but with the addition of many new stations which have since taken the air, it is estimated that some 1300 stations will carry the proceedings.

Colorfax Article

ARTICLE in the November issue of *Popular Science* describing color facsimile and entitled "Tune in a Painting" was transmitted over WGHF, facsimile station operated by Finch Telecommunications Inc., New York. The article, profusely illustrated, pointed out that "as a communications device, Colorfax opens up a whole new world to the home owner and businessman alike."

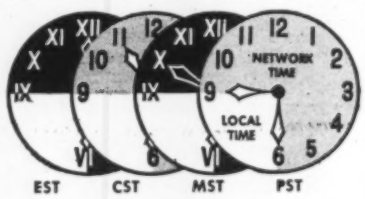
DISTINCTION of having a new plant named for him goes to Irwin A. Johnson, record m.c. of WBNS Columbus, Ohio. The plant, a yellow chrysanthemum, made its debut recently as the "Early Worm," in honor of Mr. Johnson's program of the same name. "Early Worm" Johnson is pictured looking over his namesake at Columbus' City Hall, where it's on display.

U. S. Internal Migration For 7-Year Period Heavy

AMERICANS apparently didn't care to stay put during the last seven years, for according to estimates released on Friday by J. C. Capt, director, Bureau of the Census, the years since 1940 have seen great internal migration by U. S. civilian population.

Of the total civil population as of April 1940, some 25,000,000, or one-fifth, changed their county of residence as civilians. Another 44,000,000, although living in the same county and not classed as "migrants," were not living in the same house as in 1940.

World War II veterans showed the highest migration rate (28%), partially because they fell into the age group which showed the most movement.



GUARANTEE YOUR LOCAL TIME

Regardless of Network Offering

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The Affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

CBS KGVO KANA • KGFM

5 KW DAY • 1 KW NITE

MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW (DEC. 1, 1947)

MONTANA

Truman Tribute Keynotes Radio Week

27th Anniversary Marked By Full Observance Over Nation

LED by President Harry S. Truman, who contrasted U. S. broadcasting with that of totalitarian governments (see text on page 17), the nation last week observed National Radio Week and the 27th anniversary of the medium.

Two essay contests in which high school pupils and women in more than a thousand communities participated, featured the observance. Broadcasters, civic and educational institutions, business and trade groups, and all other branches of the national life took part in the third Radio Week.

At countless meetings and luncheons in all parts of the nation, the story of broadcasting and its role in American affairs was recited. Networks and stations offered special programs and carried announcements, joining with radio dealers and affiliated trade associations in the promotion campaign.

Max F. Balcom, president of Radio Manufacturers Assn., and Justin Miller, president of NAB, keynoted observance of the week by the two associations, which cooperated in arrangements. Mr. Balcom spoke Wednesday before the Radio Executives Club at the Roosevelt Hotel, New York. Judge Miller was scheduled to speak at 1:30 p.m. Saturday on MBS.

Hundreds of radio sets were given as prizes by manufacturers and dealers in the contests. The high school contest was jointly sponsored by the U. S. Junior Chamber of Commerce, and broadcasters and dealers. Four national winners are to be selected, each to be awarded RMA-NAB scholarships. The U. S. Office of Education endorsed the contest, based on the subject "I Speak for Democracy." Advance material for the essays was supplied by NAB in the form of a series of five-minute transcribed programs.

Names of six prominent persons to serve as national judges in the contest were announced last week by NAB and the Junior Chamber. They are: Omar N. Bradley, Administrator of Veterans' Affairs; Attorney General Tom C. Clark; Father Edward J. Flanagan, founder and director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the *Houston Post*, operating KPRC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, Chief of Naval Operations.

These judges will choose the four national winners. Competitions above the community level will be conducted by transcriptions of local and state winners and will be supplied the national judges for final selections.

Winners will be announced at a national awards dinner in Washington, slated for early December. The contest will be an annual Radio Week event.

Second contest, for women, was sponsored by the NAB's Assn. of Women Broadcasters, with listeners invited to write letters on the subject "Your Favorite Radio Program—and Why." Seventeen district prizes, radio-phonograph consoles and a deluxe national prize were donated by RMA members.

WMAR Baltimore Sunpapers' Television Outlet Launched

WMAR, television station of the *Sunpapers* (*Baltimore Sun*), presented its first video program last Thursday afternoon, picking up two horse races from the Pimlico track, the Colin Purse and the $10,000 Grayson Stakes. Participating in the launching of the new station were Governor Lane of Maryland and Mayor D'Alesandro of Baltimore.

With special temporary authorization for commercial operation on Channel 2 (54-60 mc), WMAR had previously transmitted its first television signal at 6:25 p.m. on October 27. Operational tests will continue for the next few weeks, and during this period all programming will be on a tentative basis.

WMAR's studios are in the O'Sullivan Bldg., Baltimore's tallest. The station's antenna atop the building is 591 feet above the ground.

Both Governor Lane and Mayor D'Alesandro hailed Baltimore's initial television broadcast as a landmark in Maryland's progress. The television cameras were mounted on the roof of the Pimlico grandstand, connected by coaxial cables with a transmitter in the WMAR mobile unit set up behind the grandstand. Equipment in this unit transmitted the images of the horses on the track to the main WMAR transmitter at the top of the O'Sullivan Bldg. by means of microwave relay.

Descriptive narrative before and between the races was given by Robert Elmer, WMAR field commentator. During the running of the events, the track commentator was picked up in the background, with *Sunpapers* racing writers interpolating additional comment at critical stages of the races. William Boniface, *Sunpapers* racing editor, gave a running commentary on the horses leaving the paddock, through the post parade and finally into the winner's circle.

WMAR televised the professional basketball game of the Baltimore Bullets and Indianapolis Kautskys.

As a preliminary to the official launching of the station, WMAR went on the air with its test pattern for the first time at 9:34 p.m. on the day preceding the telecasting of the races and the basketball game.

Allied

(*Continued from page 18*)

grams from FM stations. Text of the proposal follows:

No license shall be granted to an AM or FM broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting in the same community such network programs simultaneously over AM and FM facilities which it owns.

At a news conference Tuesday Bill Bailey, FMA executive vice president, and Leonard H. Marks, general counsel, explained the action was ordered by the FMA board and membership at the Sept. 12 convention in New York. It is not involved in the Industry Music Committee project, by which all industry branches are uniting to meet Petrillo's threats against networks, stations, recorders and transcribers, they said. FMA is represented on this committee, which meets Wednesday.

Everett N. Dillard, FMA president, was unable to attend the news conference but issued a statement covering his roundup of the whole problem. He pointed out that the industry in general—including networks, NAB, individual stations and FMA—agrees that duplication should be permitted.

Mr. Dillard said, "We are not asking for more Government control of programs. Nor are we seeking more rigid control over radio by the FCC. In effect the intent and purpose of our proposed regulation is to permit a station licensee to exercise his own judgment as to whether or not he desires to duplicate. It would, in effect, prevent any network agreement which would arbitrarily deprive him of this right of choice."

5,433,574 People REMEMBER what they hear on . . .

PHILADELPHIA'S PIONEER VOICE

WIP

BASIC-MUTUAL

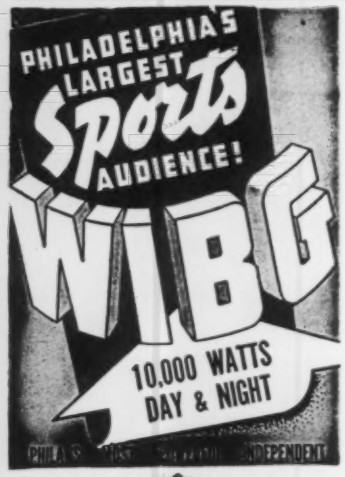
Represented nationally by EDWARD PETRY & CO.

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

CHNS
HALIFAX NOVA SCOTIA
IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—SOON!
JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

"Reach The Rich Inland Empire"
Surrounding
SPOKANE, WASHINGTON
With
K NEW
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network
*Latest Equipment
*Modern Studios
*Experienced Personnel
"The Voice of KNEW Sells"
HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives



MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA
B.B.M.
5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N. Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

CANADA'S
FOURTH
MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

KMED Sales Decision Final; Jones Dissents on Bid Terms

A DECISION giving finality to its original proposal to approve the sale of KMED Medford, Ore. to the competing bidder under the Avco Rule, not to the original "purchaser," was issued by FCC last week, accompanied by a strong dissent by Comr. Robert F. Jones.

The Commission majority, with retiring Chairman Charles R. Denny not participating, ruled that Medford Radio Corp., a new firm owned by eight Medford residents, should be preferred over Gibson Broadcasting, principally owned by Owner Luther E. Gibson of KHUB Watsonville, Calif., who negotiated the original contract to buy the station from Mrs. W. J. Virgin.

Under Avco Rule procedure, Mrs. Virgin may either sell or refuse to sell to the approved purchaser. If she chooses to sell, she has 30 days to sign a contract with Medford Radio. Sales price is $250,000 plus $20,900 in stock in the purchasing company.

While the majority followed their proposed decision in the case [BROADCASTING, July 7], Comr. Jones, who was not then a member of the Commission, protested that Medford Radio's offer does not match the "same terms and conditions" of the Gibson offer, as required by the Avco Rule, and should therefore be denied.

Terms in Contract

He pointed out the contract provides for 75% of the sales price to be secured by note, payable $2,000 at the end of the first year and $2,000 monthly thereafter until paid in full. Whereas Mr. Gibson agreed personally to endorse and guarantee the Gibson Broadcasting note to Mrs. Virgin, he asserted, the stockholders of Medford Radio made no comparable offer.

The majority's decision that Medford Radio's and Gibson Broadcasting's offers are "substantially the same in . . . terms," Comr. Jones declared, makes it necessary for Mrs. Virgin to "have confidence in Medford's officers, directors and stockholders to meet the corporate obligations without any security whatsoever. The said officers, directors and stockholders do not have such confidence in themselves; i.e., they refuse to personally endorse the Medford corporate notes. Lacking such faith, she may have no alternative but to retain her license and facility."

Mr. Jones said "this difference in terms of sale is substantial and the Gibson offer to endorse the Gibson corporation note is not unique." He added:

If it is argued that the Gibson endorsement of the Gibson corporation note is a unique term not contemplated by the Avco Rule on the theory that only the endorsement by Gibson of the Medford corporation notes would equal the Gibson endorsement of the Gibson corporation notes, it should be noted that the majority did not have any difficulty in finding that $20,900 of the Medford corporation stock (7.7% of the total authorization) equals $20,900 of the Gibson corporation stock (33.4% of the total authorization). The personal endorsement of the respective stockholders of their respective corporate obligations is not unique and is a consideration which should be met by competing applicants under the Avco Rule.

Mr. Jones argued that "it is not necessary to make a comparative determination as to which of the applicants is better qualified," since Medford Radio "did not, under the Avco Rule, satisfy the condition precedent for comparative consideration with the Gibson corporation by meeting the Gibson offer on the same terms and conditions . . ."

He asserted belief that Gibson Broadcasting is qualified and that its purchase of KMED should be approved.

KMED operates on 1440 kc with 1 kw, fulltime, and has a grant for 5-kw operation. The sales transaction includes an FM construction permit.

The majority's choice of the competing bidder was based on local ownership. The decision noted that while Mr. Gibson proposed to spend two days a month at Medford if his application were granted, all stockholders of Medford Radio are "long-time residents of Medford and have been actively identified with its civic and community life."

The owners, business and professional men, are Glen L. Jackson, president, and Alfred S. V. Carpenter, H. S. Deuel, Otto J. Frohnmayer, and Eugene Thorndike, who have 13.33⅓% each; John R. Tomlin, 20%; and B. E. Harder and John P. Moffat, 6.66⅔% each. They plan to employ Harold McKenna Byer, sales manager of KWIL Albany, Ore. since 1941, as KMED manager.

Comr. Jones, although not a member of FCC when the proposed decision was issued, participated in oral argument, held Oct. 8.

McCaw Honored

ELROY J. McCAW, Northwest broadcaster, was awarded the Order of the British Empire at a ceremony held Oct. 31 in the Interdepartmental Auditorium in Washington. Mr McCaw was honored for his Navy activity in setting up North Atlantic Communications in 1942 and for his radar work with the British. He is part owner of KPOA Honolulu, KELA Centralia, Wash., and KYAK Yakima, Wash. David Anderson, NBC correspondent, was awarded by proxy a Certificate of Mention in Dispatches.

IN DEAL worked out with Union Oil Co., Los Angeles, and on sustaining basis, as public service, Pasadena Tournament of Roses Parade Jan.1 will be televised over W6XAO Hollywood, television station of Don Lee Broadcasting System. Union Oil Co., through Foote, Cone & Belding, agency servicing account, will sponsor telecasting of parade on KTLA Hollywood [BROADCASTING, Sept. 29].

EXECUTIVES of WSTC-FM Stamford, Conn., discuss opening of the new station, operating eight hours daily since Oct. 18. Seated is Julian Schwartz, manager. Other station executives are (l to r): Edward L. Markham, chief engineer; Wharton Ford, sales manager; Fred Daiger, program director. Station is owned by Western Connecticut Broadcasting Co., which also owns WSTC, AM station.

PROPOSED AM GRANT GIVEN CEDAR RAPIDS

PROPOSED decision was announced last week by FCC favoring grant of new local station on 1450 kc, 250 w unlimited, at Cedar Rapids, Iowa, to Radio Corp. of Cedar Rapids. Denials were proposed for the competitive applications of Cedar Rapids Broadcasting Corp. Inc., Cedar Rapids, and Moline Dispatch Pub. Co., Moline, Ill.

The publisher of the *Moline Dispatch* was disqualified on a technical issue while Radio Corp. of Cedar Rapids was preferred over Cedar Rapids Broadcasting on basis of proposed program presentation, active participation by officers, and diversification of local resident ownership.

The FCC report cited as unfavorable to Cedar Rapids Broadcasting the fact that a 7% stockholder, Scott McIntyre, was partner in the investment banking firm of Scott McIntyre & Co., which was expelled in 1942 from the National Assn. of Securities Dealers by the Securities and Exchange Commission for fraudulent securities dealings.

The Commission stated that the proposed operation of the *Moline Dispatch* would cause mutual interference with WOC Davenport, Iowa, under the 40 kc separation rule. Overlap of the WOC and proposed station 25 mv/m contours was cited.

Ownership of the applicants:

Radio Corp. of Cedar Rapids—Principals: Gale R. Miller, retail grocer, president and 15% owner; James D. Carpenter, vice president, general manager and 7% owner WKBB Dubuque, Iowa, who would become general manager, vice president and 5%; Beahle T. Perrine, attorney, secretary-treasurer and 2%. A 45% interest is held by Interstate Finance Corp., which holds 50% of WKBB. Remaining interest divided among 20 other local people.

Cedar Rapids Broadcasting Corp.—Principals: Paul Huston, banker, president-treasurer and 7% owner; William J. Barron, auto dealer, vice president and 7%; John W. Beck, athletic goods business, secretary and 7%; Morgan Sexton, general manager KROS Clinton, Iowa, to be general manager, 14%, and W. S. Jacobsen, 69% owner and president KROS, 26.6%. Remaining interest divided among 11 local people.

Birthday Center

LISTENERS in the Lansing, Mich., area are birthday-conscious since WJIM Lansing started its *Breakfast Bingo*, early morning give-away show, using birthdays as the basis for prizes. Station reports that in the last six months, 45,000 of the Lansing area's 110,000 residents have registered their birthdays with the station. Now all they can do is wait and listen to find out whether they will be lucky enough to win the birthday gift of the day.

BALTIMORE REGIONAL IS GRANTED BY FCC

ORDER was adopted last week by FCC making final its grant of the application of A. S. Abell Co. for new standard station in Baltimore on 850 kc with 1 kw unlimited time, directional, and grant of the application of WEEU Reading, Pa., to switch from 1 kw daytime only on 850 kc to 1 kw fulltime, directional night, on that frequency. The Commission's proposed decision to grant both of the applications was issued only a week previous [BROADCASTING, Oct. 27].

The Commission's order was based on waiver of oral argument by both parties and request for final grant of both applications. A. S. Abell Co. is publisher of the daily *Baltimore Sun* and permittee of WASA (FM) and WMAR (TV). WEEU is licensed to Berks Broadcasting Co. and is an ABC affiliate.

Issue of possible mutual interference between the two outlets was resolved in the hearing.

WSLI
JACKSON
MISSISSIPPI

Planned Promotion Pays

In our bracket, we just won 2nd place in Billboard's 10th Annual Promotion Contest. We feel we did a good job promoting our increase to 5000 watts—and such wide-awake planning adds and holds our *buying* audience. Incidentally, they buy, too! Effective Buying Income in Mississippi is up 237%.*

*Sales Management.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

Durr Warns SBC That Radio May Be Next Congress Probe

RADIO may soon be next on the list for investigation by the House Un-American Activities Committee now probing charges of Communism in the motion pictury industry.

Mr. Durr

This warning was sounded Oct. 25 at the opening day session of the 11th annual School Broadcast Conference at the Sheraton Hotel in Chicago by FCC Commissioner Clifford J. Durr, speaking on "The Commission and Educational Radio." Fifteen hundred educators and broadcasters attended the three-day sessions.

He said the investigation would follow because radio is the "greatest medium of entertainment and education" and because many of its programs, "conceived in honesty to create better understanding among all races and creeds," interfere with the commercial uses made of broadcasting. The commissioner charged that many broadcasters were continuing to disclaim their responsibility toward public service but at the same time that the radio industry should not be made to suffer for the sins of the few.

The FCC commissioner, known as the "great dissenter," lashed out at the investigation of the motion picture industry which he branded as a "contrasting spectacle" to the ideals of the Freedom Train.

On Tuesday, Commissioner Durr was cited by the National Assn. of Educational Broadcasters and the Assn. for Education by Radio as radio's "man of the year." The citation was awarded by sixty-five members of the advisory committee of the SBC representing both organizations.

The advisory committee also awarded citations to WBBM and CBS Chicago, for its program series, *Studio Theatre*, presented in cooperation with Northwestern U. Radio Guild; KLZ Denver, for its program series, *Learn and Live*, on behalf of child safety education; the Westinghouse Co. School Service for its transcribed series *Electronics at Work*, and WNYE, New York schools' station, for its program series *Bill Scott, Forest Ranger*.

Chief speaker at the Tuesday session was Dr. Herold C. Hunt, superintendent of Chicago public schools, who praised the FCC on behalf of its program activities, and censured broadcasters for failing to use radio to portray the world of today in a "realistic and intelligent manner."

In opening day sessions, Robert Saudek, public service director of ABC, called on educators to encourage listening to public service programs among school pupils. Listener reaction to many such programs, he said, was not in keeping with the good public service job being done by broadcasters.

'Picture Discouraging'

Kenneth Bartlett, director of Radio Workshop of Syracuse U., speaking on the same panel, told educators and administrators that "the overall picture of radio broadcasting in my 20 years in the business," as related to the use of radio in schools, "is discouraging and not befitting such a great medium." He contended that (1) most college radio courses are misleading, (2) research in college radio is poor, and not broad enough and (3) that radio had not assumed the stature of a primary medium in the schools as compared to press, movies, etc.

Editors Note: Reports are current that Comr. Durr is resigning his FCC post to accept a college professorship [BROADCASTING Aug. 11].

Women educators and administrators, attending a Tuesday session on "Children's Programs: Out of School Listening," heard Dorothy Lewis, Listener's Coordinator, NAB, trace the development of the original code to 1938 and 1939 when, even before the war, according to Miss Lewis, certain provisions were being put into effect.

Robert Hudson, director of education for CBS, speaking Tuesday in a round-table discussion on "The Commercial Station and Educational Problems," called for a new approach along public service programming lines whereby welfare and civic organizations could be mobilized with the initiative of individual station managers, into a sort of radio council.

In the final SCB session Wednesday afternoon, "Educational Radio Looks to the Future," Dwight Herrick, public service department manager, NBC, New York, told educators and administrators that NBC feels its obligation to provide educational programs extends primarily to the network's "owned and operated stations rather than to its affiliates." He pointed out that, due to certain limitations, many public service programs could best be given by affiliates themselves on the local level.

Upcoming

Nov. 3: NAB Board Code Review Committee, NAB Hdqrs., Washington.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 5: Industry Music Committee, NAB Hdqrs., Washington.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.
Nov. 13: Television Assn. of Philadelphia, second general meeting, Philadelphia.
Nov. 13-15: National Assn. of Radio News Directors Second Annual Convention, Washington, D. C.
Nov. 13-15: NAB Board of Directors, NAB Hdqrs., Washington.
Nov. 15-16: Assn. of Women Broadcasters, 13th District, annual conference, Gunter Hotel, San Antonio, Tex.

DOES THE JOB Alone
WOW
OMAHA
NBC*
590
5000 WATTS
WRITE, WIRE or PHONE
*AFFILIATE
JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

Rae Elbrock
Franklin Bruck Advertising Corp.
New York City

Dear Rae:

Man, All tarnation's done broke loose 'round here . . . Seems them airplanes didn't have no place to set down . . . So Charleston leveled off three mountains to make a spot . . . Open's today . . . Yep, November third's the big day . . . Sky's black with 'em buzzin' and whoopin' . . . Naturally WCHS is there usin' all O' them 5000 watts to tell West Virginia about it . . . But t'won't be nothin' new for the listeners . . . they're used t' WCHS being first with the news and public features . . . and what with CBS being our network . . . they jest naturally listen to WCHS all the time . . . Well if I'm goin' t' listen to the proceedings—best I git t' my chores . . .

yrs.

algy.

WCHS
Charleston, W. Va.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced manager needed by successful small town 250 watter. State full details in first letter. Box 739, BROADCASTING.

Wanted—Experienced announcer for 250 watt North Carolina Mutual affiliate. Station progressive and will pay well for good man. Send picture, transcription and qualifications. Box 781, BROADCASTING.

Position available for experienced staff announcer with ability to handle currently successful morning program. Send biography and audition disc to WDRC, Hartford, Connecticut.

Program director—Excellent opportunity for advancement. Capable of writing, producing and supervising good local programs. Give complete details in first letter, including salary, experience and references. Network affiliated, Atlantic seaboard, four hours from New York City. Immediate reply important. Box 793, BROADCASTING.

Wanted—Three first class combination operator-announcers. One to act as chief engineer. State full information on background, experience and expected salary in first letter. Box 796, BROADCASTING.

Wanted—Station manager for small market ABC station, one of group operation. Man must be young, aggressive, with proven selling record and at least three years station management experience. Have wonderful proposition, with secure future for right man. Supply references, etc. Box 810, BROADCASTING.

Engineer—First class license for AM and FM stations in Central New York. Send full data on experience to Box 821, BROADCASTING.

Commercial manager-salesman. Chief engineer-announcer. New Rocky Mountain outlet. Picture, disc, references first letter. Box 847, BROADCASTING.

A livewire salesman with ambition and radio know-how is needed by a small New England network affiliate. The right man will get choice accounts and a money-making set up. Write Box 848, BROADCASTING.

Need two good salesmen to work drawcommission metropolitan midsouth station. Also, good experienced girl combination traffic-continuity. Also, fulltime continuity writer. Send photo, experience breakdown, sample continuity. Box 854, BROADCASTING.

Wanted to hire by the month—Young architect to assist in preparation plans and specifications of broadcasting studios in the southwest. State salary and qualifications in first letter to Box 857, BROADCASTING.

STATION MANAGERS ATTENTION!

Available soon, prestige-building, highly qualified news editor-broadcaster - commentator (currently with foremost station) as news director - broadcaster or other permanent position of assured future. Prefers climate of New York region or west. Satisfaction assured by reputation, character. Young, yet richly experienced: former newspaper editor, war correspondent, 13 years in radio. Quick action advisable. Address

P.O. Box 186, EVANSTON, ILL.

WANTED
SALES MANAGER

An outstanding 50,000 watt network station in an eastern market of over 1,000,000 is seeking an outstanding sales manager.

He should be young, enthusiastic, aggressive—and a crack salesman. He must be familiar with major market operations both from local and national spot aspects. He will direct a local sales organization and work closely with the national station representatives.

This position offers unlimited opportunity to the right man. Please give full details and include picture.

BOX 880, BROADCASTING

Help Wanted (Cont'd)

Engineer—No announcing or control work. Experience unnecessary. Must have car. Clean moral and personal habits a must. Salary $45.00 per week. Contact Chief Engineer, WCPS, Tarboro, N. C.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

The originator of a radio department in a private employment agency has just opened new offices to serve this growing industry. We need every type of radio personnel for spots in every state. Contact us immediately. J. Leonard Beaner & Associates, Suite 322, Chester-12th Bldg., Cleveland 14, Ohio.

Need first class disc jockey for immediate employment. Must be clever, experienced professional personality, not a "character." Request Hooper ratings your shows if available, picture, transcription of work, character references, for western station. Write to Box 886, BROADCASTING. Top pay for right man.

South Alabama station wants operator-announcer who can do a good job on news, record shows, etc. Write, wire or call WEBJ, Brewton, Ala. Tel. 558.

Wanted—Fulltime announcer, experience preferred, vet training available. Send full information, photo and disc first letter to KVOC, Casper, Wyoming.

Salesman wanted. Must have Washington contacts. Confidential personal interview will be arranged. Written applications only will be considered. Sales Manager, WPIK, Alexandria, Virginia.

Home economist—Degree, radio experience preferred. Topflight network newscaster, receptionist-typists (PBX); good copywriters (radio-space); top salesman for top station sales job. RRR, Employment Service, Box 413, Philadelphia.

Combination man—Southeast California Mutual affiliate, 250 watts, established twenty years. New equipment, excellent winter climate, wire salary desired. Send disc, KXO, El Centro, Calif.

50 kw CBS affiliate—KWKH, Shreveport, Louisiana has opening for topnotch announcer. Position entails working shifts but ability in news, disc shows, ad-lib, and specialty considered in selection of man. Send complete background and audition disc.

Sales, drawing account, commission, established station, some active accounts at start. Two years radio selling required. Salesman only. Involves really large income for right man. Give full details. Box 867, BROADCASTING.

Continuity-traffic. MBS station, midwest needs experienced young lady now doing this work, $45 per week, unencumbered. Give references, experience college training, when available. Box 866, BROADCASTING.

First phone man with announcing ability. Rush ET and personal history to WLAY, Muscle Shoals, Ala. Good base periodical raises. Talent and engineering opportunity.

Help Wanted (Cont'd)

Announcer-engineer wanted by 1000 watt NBC Florida station. First class license necessary. Send complete information including disc Radio Station WLAK, Lakeland, Florida.

Wanted—Announcer with rural background, five years' experience, for 5 kw station. Must be capable of routine announcing, audience participation shows, news. Starting salary good. Also traffic-secretary. WRFD, Worthington, Ohio.

Writer-announcer. Send complete details including salary requirements, snapshot and disc. Radio Station WSSV, Petersburg, Virginia.

Announcer—Opportunity with livewire 1000 kw Mutual affiliate in fast growing southern city. Applicant must be experienced, have good voice and be first class ad-lib man. Will make it interesting for right man. Box 877, BROADCASTING.

Announcer—Must be thoroughly experienced in special events and ad-lib music shows. We are in no hurry, just looking for the right man. All details first letter. Box 876, BROADCASTING.

Wanted—Experienced first class transmitter engineer with car immediately for 250 watter in Pgh. area. $45 for 6 day 40 hr. wk. Write details. Box 879, BROADCASTING.

One kilowatt FM now on air is lengthening its broadcast schedule and has immediate opening for experienced transmitter engineer. Want permanent man. Others need not apply. Telephone or wire J. L. Dunn, KIMV-FM, Hutchinson, Kansas. Telephone 4400.

Announcer-operators wanted by new local Florida station. Excellent working conditions, apartments available, furnished or unfurnished, fishing nearby. If you want all-year pleasures with congenial co-workers, write or wire Box 883, BROADCASTING.

Independent FM station going on the air soon has opening for program director, announcer, traffic supervisor, stenographer and sales manager. Write full details of your experience, references and salary desired to Bernard G. Peter, 327 N. Gay Street, Baltimore 2, Maryland.

Experienced announcer—1000 watt, midwest ABC station has opening for strong, versatile commercial announcer. $70.00 for 48 hour week. Talent extra. Send qualifications, photo, and transcription to Program Director, WFDF, Flint, Michigan.

Situations Wanted

Executive—10 years experience all phases radio, management, sales, programming, promotion. Also, public relations and government information background. Wide acquaintance and good reputation in industry; abreast trade affairs, valuable know-how local, 5 kw, 50 kw operations. Presently employed executive post large national organization. Married, father, under 40; no drifter, sober. Prefer east, south, southeast with progressive station offering security with salary based on experience, responsibility, and current living conditions. Top references. Available reasonable notice. Box 884, BROADCASTING.

Situations Wanted (Cont'd)

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Station and program manager. Thoroughly experienced new stations to 5 kw. Excellent agency contacts. Best references. Staff training and organization all phases. Box 804, BROADCASTING.

News-public service-public relations-commercial. Mature, sober, married man looking for connection with progressive southeastern or eastern, long established, affiliated station. Disc and photo on request. Box 840, BROADCASTING.

Time salesman—Will travel. Proven ability in selling. Possesses initiative, drive and courage, no family troubles, single, loves to sell more than anything else. Will send resume. Box 849, BROADCASTING.

Engineer. 1st phone. 13 years service, Army and amateur experience. Grad RCA Institutes. Married. Box 850, BROADCASTING.

Engineer. 1st phone, grad leading NY technical school. Vet, single, will travel. Box 851, BROADCASTING.

"Feudin and A'Fussin". Wife says I gotta work. Ex-GI, college grad, experienced commercials, news, disc shows, continuity writing, some production and knowledge of board, desires position with opportunity. Box 852, BROADCASTING.

Small city station, local news conscious. Radio news writer, 25, some experience all fields, will build local news department, BJ from University of Missouri, SDX, newspaper background, reporting-copyreading. Box 853, BROADCASTING.

Sportscaster seeking sports-minded station. Experienced veteran with topnotch technique and ability. Also, experienced staff announcer. Play-by-play discs available. Box 855, BROADCASTING.

Announcer-vet. Single, at present employed part-time announcer with network affiliate, desires fulltime employment with future. Schooling from largest radio school in Chicago. Will travel anywhere. Disc and photo available. Box 856, BROADCASTING.

Announcer, inexperienced but capable. One year leading broadcasting school. Age 26, personable, affable, good voice. Will accept position on three months trial basis. Available two weeks notice. Travel almost anywhere. Write for photo, references, application letter. Box 858, BROADCASTING.

Program director-announcer — Thoroughly experienced, 25, single, with plans, college, veteran, excellent references. Box 859, BROADCASTING.

HERE'S THE "DREAM" JOB

for the right young man. The man who has plenty of 'zip'—who can write—who can act as producer of several weekly shows—who has a thorough knowledge of sports—who wants to become a topflight agency man in radio and who is willing to work in New York agency's Baltimore office. This is definitely a "major league" job. If you think you qualify, send us all the reasons you think so—plus salary desired. Box 820, BROADCASTING.

MICHIGAN
TOWER FOR SALE!

190' International-Stacey self supporting-triangular

Used 6 years—Available in December
Standing

Box 862, BROADCASTING

MODULATION MONITORS

On a production overrun we have seventeen (17) model MO-2639 modulation monitors (AM) FCC approval 1556 for immediate shipment until sold. Price $360.00 with tubes FOB Quincy, Illinois.

GATES RADIO COMPANY

Manufacturing Engineers since 1922

Quincy, Illinois, USA

•

WANTED TO BUY—Any quantity RCA Mi-4856 pickup heads. Address all offers to Box 707, BROADCASTING.

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Situations Wanted (Cont'd)

Experienced manager—Highly successful in sales, programming and administration. To save time, please state maximum offer for right man. Box 860, BROADCASTING.

Announcer—Vet, married. Experienced. Can operate board. Will except on job training. Box 861, BROADCASTING.

Announcer—Experienced network affiliate. Can run own controls. Vet, single. Disc, photo. Box 863, BROADCASTING.

Announcer-disc jockey. Wide awake man. Plenty of experience. Good voice-personality-looking for opening with station in close proximity to New York. Available immediately. Write Box 864, BROADCASTING.

Yes! I blow my own horn!!! With twenty years experience, including: remote, studio, code press operating; station engineering-maintenance and construction. Can also sell time. Thirty-day notice to present employers required. Hard working and conscientious! West coast one twenty five, Washington and vicinity one ten weekly! Contract basis. Six years with present employers. Write Bernard Lawrence Rosenberg, 5118 Eight Street, N. W., Washington, D. C.

Announcer, single, experienced at independent 250. Handled board and all phases of radio including remotes. Accept only reasonable salary with station in east or middlewest. Particulars, disc and photo on request. Write or wire Stan Kotel, 416 Ft. Washington Ave., New York 33.

Announcer-salesman. Attended Michigan State College and had one year of advanced training at Radio Institute of Chicago. Have own original ideas. Age 26. Photo, disc on request. Available immediately. Bruce May, 826 S. Wabash Ave., Chicago 5.

Young, experienced, married vet, 1st class phone ticket, wants position New England. Write William Tharpe, 17 Boranway, Apt. 208, Boston 30, Mass.

Engineer. 1st phone. Grad RCA Institutes. Army experience. Desire connection with small station. Will travel. Harry Hochberg, 3280 Rochambeau Ave., Bronx 67, New York.

Engineer, first phone license, 5 years experience FCC, married, $50.00 week minimum salary. L. A. Hopp, 916 E. Michigan St., Paw Paw, Michigan.

Announcer. Offer sixteen months commercial experience all phases radio. Specialize newscasting, disc jockeying. Married, 26, reliable, selling voice. Disc, photo. Don Roberts, 87 Edgewood Place, Bridgeport, Conn.

Engineer. First phone. Young, ambitious, married. Salary secondary. Will travel. I. H. Demsky, 1484 Sterling Place, Brooklyn, New York.

Announcer—veteran, 28, single. Trained leading Chicago school, short commercial experience. Photo, disc available. Edward Heigert, 3023 Washington Avenue, Racine, Wisconsin.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

Program director and chief engineer wanted immediately.

WDOS and WDOS-FM offer opportunity for program director to demonstrate ability. Ruch complete resume, salary requirements and available date. WDOS, Oneonta, N. Y.

EXPERIENCED STATION MANAGER AVAILABLE

. . . in radio business since 1932 (in national advertising department of two major newspapers prior to that) starting as salesman for national station representative New York and Chicago followed by 7 years as general manager of two of country's best-known stations. Seeking connection with something better than just salary. Interested in purchasing small interest or salary plus percentage.

BOX 885, BROADCASTING

Situations Wanted (Cont'd)

Want results? Chief engineer 25 years experience. Saves time and money on new installations. Have car and tools. Go anywhere. Start $350 month (USA). Keep this ad. Box 871, BROADCASTING.

Announcer, selling voice, 8 years experience, seeks position with future. Thorough knowledge in all phases of broadcasting. Happily married, 30, college. Now employed 5 kw. Top references. Box 872, BROADCASTING.

Announcer — Experience runs gamut from A. to Z. Knowledge of programming, production, control board operation. Veteran. College. Bright ideas. Box 873, BROADCASTING.

Successful announcer—3 years network affiliates. Now chief announcer, considering change. 25, single, college graduate. News, disc, special events, sports. Worth my salt as present and previous employers will testify. What's your proposition. Box 874, BROADCASTING.

Veteran, 28, single, good appearance, college. Capable writer, editor, promotionalist. Will double as time salesman while breaking in as announcer. Voice slighty nasal (dammit) but not unpleasant. Anywhere. Box 875, BROADCASTING.

Announcer — Versatile, capable, ambitious, experienced, will be asset to any station. Prefer east, but will go anywhere in U. S. Write to Box 868, BROADCASTING.

Program director-announcer. Thoroughly experienced in all phases of radio. Can sell on street and air. Best of references. Consider all offers. Box 882, BROADCASTING.

Chief engineer, now employed, experienced in all phases of broadcast station installation, maintenance, operation, directional antennas, AM and FM, seeking employment by progressive broadcaster. Box 881, BROADCASTING.

Engineer—Thirty two years in radio and electricity. Second telegraph, first phone, ex ham. Experienced in maintenance and operation—control room equipment, studio, transmitter, police equipment, and dispatching, factory and field radio service, communications. Some recording. Amplifier work. Married. No liquor. E. R. Ridenour, 8 W. Liberty St., Savannah, Ga.

Announcer. News, sportscasting experience. Training under network professionals. Radio City, New York. Vet, single. Sandy Horn, Route 1, Rutherfordton, N. C.

Announcer. Sports. Copywriter. Trained in all phases of broadcasting. Not combination. Veteran. Reliable. Will go anywhere. P. O. Box 2385, Los Angeles 53, California.

Announcer-newscaster, disc jockey, specialty sportscasting. Jim St. Clair, 1044 E. Santa Anita, Burbank, Calif.

First class phone technician desires transmitter position with good future in any metropolitan location. Three years experience including 5 kw. Jeff Rice, Jr., 706 W. Central Ave., Bentonville, Arkansas.

Engineer-Telephone, first. Married, 26. Announcing training, willing to take combination job. J. W. Brown, 4043 W. Grenshaw St., Chicago 24, Ill.

Fifteen years in major market radio. All types of mike work, writing, programming. Five years in present job. Intend to settle in small town near west coast as program director. Prefer network affiliate. Family man and no drifter, permanent. References from present network employer. Box 865, BROADCASTING.

Versatile announcer—28, 2½ years experience. Commercial, news, records, audience participation, quiz shows. Veteran, married, currently employed 1000 watt independent, metropolitan market. Interested moving large east coast city with progressive station. Box 869, BROADCASTING.

For Sale

Logical reason for offering whole or part interest in kilowatt station soon to take the air in fine, industrial midwest city of 40,000 population. Have FM grant with all equipment on order at firm prices. Studios especially well located. No competition. Fair price to persons that can qualify. Address Box 846, BROADCASTING.

For sale—Complete audio equipment for a small station including 8 channel composite control console with eight 2 stage preamplifiers; 8 two stage preamplifiers Collins type 6-A; 2 Collins type 7-C high gain amplifiers; one power supply; one Gates model 27-C peak limiting amplifier; one Collins relay rack for speaker and light control; in service until October 18. Asking $600.00 FOB. Contact WHBU, Anderson, Ind.

WILLIAMSPORT CASE WILL BE REOPENED

FCC LAST WEEK granted the petition of Lycoming County Broadcasting Co. to reopen the hearing in the competitive proceeding with Williamsport Radio Broadcasting Assoc. for a new standard station at Williamsport, Pa., on 1340 kc with 250 w fulltime. Lycoming County Broadcasting proposed to introduce new evidence concerning former and present partners of Williamsport Radio. Date set for the new inquiry is Dec. 1.

Williamsport Radio earlier had been favored over Lycoming County Broadcasting in a proposed decision of the Commission [BROADCASTING, June 9].

The petitioner, according to FCC's order, indicated it wished to place in the record alleged newly discovered evidence concerning unsatisfied judgments against a former partner of the partnership of Harry J. W. Kiessling, Carl F. Strochmann and William P. Wilson doing business as Williamsport Radio Broadcasting Assoc. Further new evidence was indicated concerning a cease and desist order of the Federal Trade Commission entered under the Robinson-Patman Act against one of the present partners of the proposed grantee and against business organizations with which he then was associated.

For Sale (Cont'd)

1000 watt 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Recently removed due to power increase. Excellent condition. Immediate delivery. Full price $3250. KFVD, Los Angeles 5.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Temco, new, 250 watt GSC transmitter, control console, two speakers in cabinets, sell everything $1400. Chester Daly, 1943 Seneca, Buffalo.

General Radio frequency deviation meter, type 581-B, complete with temperature control, type 575-E, tubes and crystal 1450 kc. Send your bid. Radio station KGRH. Fayetteville, Ark.

Immediate delivery, one new type 230, 350 foot Wincharger tower complete with insulator and lights $5800.00 F.O.B. Sioux City, Iowa. Will support FM array. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

Two RCA MI-4875-G Universal pickups and 2 QRK turntables. All new never opened. Chief Engineer, KYNO, Fresno, California.

For sale—RCA FM equipment 0 3 kw transmitter, Pylon antenna ,transmission line, supporting tower, speech equipment. New, not unpacked. Immediate delivery at RCA list price. Box 878, BROADCASTING.

One WE 23-C console $600. One consolette, meets FM specifications, $475. One Robinson transcription turntable with WE 9-A complete, $350. One Presto 28-N recorder, $2350. Brush model 401 magnetic tape recorder, $185. U. S. Recording Co., 1121 Vermont Ave., N. W., Washington 5, D. C.

For sale new Temco 250 watt G.S.C. transmitter. Write WBML, Macon, Georgia, make offer.

Wanted to Buy

Radio station. Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Tax Group to Buck Co-ops' Radio Plan

HEAVY RESISTANCE to plans by National Farm Co-ops to enter radio will be directed before hearings of House Ways and Means committee beginning Nov. 4 by National Tax Equality Assn. of Chicago. The tax group, which opposes co-ops' and Rural Radio Networks' proposed plans for six New York FM stations now pending before the FCC [BROADCASTING, Oct. 13] will argue against consent on grounds that tax-free business should not engage in competition with private enterprise.

Disclosure was made by Ross Murphy, NTEA publicity director, who in explaining the principal reason for the association's stand said "we are critical of them only on the grounds of tax-exemption and beyond that we have no further interest in the matter at all. For three and a half years we have been trying to educate the people to the fact that co-ops are tax-exempt while other organizations are not."

NTEA outlined its position in its bulletin which reported that ". . . options on close to 100 stations throughout the country have already been negotiated (according to co-op sources) and a six-station test network is now in operation in New York." The bulletin listed R. B. Gervan, information head of the Co-operative Grange Federation League, one of the co-operatives behind the move to attain FM stations, as general manager of the network. Figuring prominently, too, in the eastern chain, it is reported, is Roy Park of Cornell U.'s agricultural college in Ithaca.

A few of the co-operatives included in the movement are the Farmers Union Grain Terminal Assn., Consumers Co-operative of Kansas City, Ohio Valley Farm Bureau, Indiana Farm Bureau and the Cooperative Grange Federation League.

Co-operatives are reported to be interested in a new Chicago-originated show, *RFD America*, originally scheduled to debut on MBS last week but now postponed until later in November.

FOR SALE

MIDWEST NETWORK STATION

Long established station located in an unusually desirable midwest city that is the hub of a rich medium-sized market. This 250 watt fulltime bonus network affiliate is a consistent money maker and enjoys very high BMB and Conlan ratings. Approximately $25,000 in cash included in sale of 100 per cent of corporation for $150,000. Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn, 1011 New Hampshire Ave. National 7488

SAN FRANCISCO
Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

Clear Channel

(Continued from page 18)

Julius Brauner for CBS, and Andrew G. Haley for ABC.

Chronological account of the week's session follows:

MONDAY

Comr. Hyde accepted BMB survey data in evidence Monday morning over objections of CCBS and NBC counsel, who contended the information was irrelevant. They were assured the data would not be regarded as engineering information.

The ruling followed completion of direct testimony, started the previous Friday, by Richard Wycoff, who reviewed his activities in the BMB poll.

W. E. James, Alabama attorney and former assistant to the FCC general counsel, made an unsuccessful plea for acceptance, in the record, of a statement by Alabama Gov. James E. Folsom.

Comr. Hyde sustained objections that the statement should be excluded since the Governor was not present to submit to cross-examination.

The Governor's statement contended that "it's about time the FCC either broke down some of these 1-A clear-channel frequencies, and added a number of 1-B stations on a geographical basis designed to take care of these so-called 'white areas,' or require some of the existing clear-channel stations to move to areas which are now inadequately served."

Assignment Policy Hit

Edward F. Evans, ABC director of research, introduced maps, based on BMB material, designed to bring up to date previous evidence with respect to service areas of network-owned stations in Chicago and the number of duplications of the same network service by other stations. The maps were accepted over the protests of counsel for CCBS, CBS, and NBC.

Mr. Caldwell asked whether ABC favored higher power, maintaining the *status quo*, or clear-channel breakdowns, drawing from Mr. Haley, ABC attorney, an objection on grounds that President Mark Woods had already put the network's position into the record. Mr. Caldwell countered that apparently ABC "doesn't care what happens" provided that "ABC gets something."

Mr. Politz, whose testimony the previous Thursday was interrupted to call witnesses who had actually taken part in the BMB survey, took the stand Monday afternoon to review his preparation of clear-channel coverage maps from BMB data. Mr. Spearman, attorney for the regional group, who presented Mr. Politz, said the maps were designed to show the limits of listenership to clear channel stations and the uselessness of according them greater protection.

Chief Engineer C. Richard Evans, presenting KSL's bid for higher power, argued that horizontal power increases to regional and local stations in the West would not solve the coverage problem, largely because of co-channel interference, and that the number of regionals there could not be substantially increased.

With 500 kw on its 1160-kc channel, Mr. Evans said, KSL "could supply a vitally necessary improvement in radio service to the rural areas of the western section of the U. S."

TUESDAY

The KSL engineer said the station would apply for higher power "as soon as the application could be processed for filing" after the 50-kw ceiling had been lifted, and estimated that about a year, depending upon deliveries, would be needed to get into operation after FCC had made a grant.

To questioning by Mr. Spearman, he said he could "see no objection" to duplication on KSL's channel if the station were accorded adequate protection. But he said he would object to duplication if it resulted in lessening the protection accorded KSL by stations in other countries, under international agreements.

Any consideration of duplication, he said, should recognize the possibility of increasing power. "We are sure the present power is insufficient," he asserted.

Mr. Spearman interjected that he had "suspected" for a long time that the position of the clear-channel group was to keep clear channels clear and hope to get higher power later, if power increases are not authorized now. Mr. Evans insisted that this was "not entirely" the position, declaring that any duplication of existing service would be a "disservice."

John V. L. Hogan, president, and Elliott M. Sanger, executive vice president and general manager, introduced seven exhibits tracing the history of WQXR New York, its programs and policies, and declaring that a clear channel and facilities permitting skywave service are necessary for a single station to reach broad areas, and that stations whose programs have "wide appeal and acceptance" deserve facilities to serve beyond their local areas.

Skywave and clear channels are "secondary" if programs are carried by networks, the WQXR briefs asserted, but are needed to the "maximum" if such programs are unduplicated.

John Preston, ABC chief allocations engineer, submitted tabulations showing NBC has 23 owned or affiliated stations providing secondary service; that CBS has 20, ABC 7, and Mutual 2. He also presented maps designed to show substantially greater numbers of nighttime skywave services provided by NBC and CBS as compared to ABC.

Mr. Haley, counsel for ABC, and Mr. Margraf, for NBC, exchanged words sharply over ABC's preparation of the maps on the basis of existing FCC standards rather than on engineering exhibits developed for the clear-channel proceeding. At one point Mr. Margraf asked whether the ABC counsel was "trying to conceal something" and at another Mr. Haley questioned whether the NBC attorney was "proposing duplication."

Opening the CBS presentation, Mr. Brauner offered a copy of a petition filed by the network that day asking the Commission to reconsider its decision excluding FM testimony from the hearing and to review Comr. Hyde's subsequent ruling which carried out that decision.

The rulings, Columbia's petition declared, excluded the FM network plan previously offered by CBS and consequently "one of the only two comprehensive plans for the improvement of aural broadcast service in this country is to be ignored . . ." The petition said the question of FM evidence apparently "was never specifically presented to the Commission" or given any "specific, direct or affirmative ruling."

CBS Conclusions

Jay W. Wright, CBS chief radio engineer, testified on a series of charts, maps, and tabulations growing out of a study which, he said, led Columbia to conclude with respect to skywave service that (1) overlap of program services is desirable and necessary to provide good coverage of all populous areas; (2) there is "no undue or objectionable duplication of CBS program service by Class 1 stations"; (3) engineering exhibit 109, prepared for use in the proceeding, "is the most comprehensive and best substantiated thus far developed" but still is "inadequate of itself as a basis for the reallocation or reassignment of the use" of AM frequencies, including use of higher power.

Several skywave services, he declared, should be available in given areas so that listeners may have greater assurance of being able to receive at least one of them. The availability of a given network program within an area, he emphasized, varies according to the stations' substitution of local shows for network broadcasts and is also affected by various other factors.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Sept. 30	289
Number of network commercials starting during October	21
Number of network commercials ending during October	5
Number of commercials on the four nationwide networks, Oct. 31	305

October Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
American Bird Products	American Radio Warblers	MBS	Sun., 1-1:15 p.m.	Weston-Barnett
American Express Co.	Vox Pop	ABC	Wed., 8:30-9 p.m.	J. M. Mathes
American Tobacco Co.	Jack Paar	ABC	Wed., 9:30-10 p.m.	Foote, Cone & Belding
America's Future Inc.	Sam Pettengill	ABC	Sun., 1-1:15 p.m.	Andrew Gahagan Assoc.
Bekins Van & Storage Co.	Music Hour from Hollywood	NBC	Sat., 9:30-10 p.m.	Brooks Adv. Agency
Bosco Co.	Land of the Lost	ABC	Sat., 11:30 a.m.-12 noon	McCann-Erickson
Campana Sales Co.	First Nighter	CBS	Sat., 8-8:30 p.m.	Wallace-Ferry-Hanley
Coca Cola Co.	Spotlight Revue	CBS	Fri., 10:30-11 p.m.	D'Arcy Adv.
Coca Cola Co.	Morton Downey	MBS	T,T,Sat., 11:15-11:30 p.m.	D'Arcy Adv.
H. C. Cole Milling Co.	Omega Show	MBS	Sun., 3-3:30 p.m.	Gardner Adv.
Elgin American Div. of Illinois Watch Case Co.	You Bet Your Life	ABC	Mon., 8-8:30 p.m.	Weiss & Geller
First National Stores	Guy Lombardo	ABC	Thurs., 9:30-10 p.m.	John C. Dowd
Ford Motor Co.	Ford Theater	NBC	Sun., 5 - 6 p.m.	Kenyon & Eckhardt
General Electric Co.	Fred Waring	NBC	Mon., 10:30-11 p.m.	BBDO
Musterole Co.	Billy Rose	MBS	Tue., Thu., 8:55-9 p.m.	Erwin, Wasey & Co.
Noxzema Chemical Co.	Mayor of the Town	ABC	Wed., 8-8:30 p.m.	Sullivan, Stauffer, Colwell & Bayles
Philco Corp.	Bing Crosby	ABC	Wed., 10-10:30 p.m.	Hutchins Adv. Co.
R. B. Semler Co.	Billy Rose	MBS	MWF., 8:55-9 p.m.	Erwin, Wasey & Co.
R. B. Semler Co.	Martin Block Show	MBS	M-F, 2:30-2:45 p.m.	Erwin, Wasey & Co.
Toni Co.	This Is Nora Drake	NBC	M-F, 11-11:15 a.m.	Foote, Cone & Belding
Washington Cooperative Farmers Assn.	Jack Grigson Show	NBC	Sat., 9-9:30 a.m.	Pacific National Adv.

October Deletions

American Cyanamid Co.	Doctors Talk It Over	ABC	Mon., 10-10:15 p.m.	Hazard Adv.
Philip Morris & Co.	Crime Doctor	CBS	Sun., 8:30-8:55 p.m.	Biow Co.
R. B. Semler Co.	Date With Dutchin	ABC	MWF, 4:30-4:45 p.m.	Erwin, Wasey & Co.
Sterling Drug	Zeke Manners Show	ABC	M-F, 7:30-7:45 a.m.	Dancer - Fitzgerald - Sample
Toni Co.	Torme Time	NBC	Sat., 5:30-5:45 p.m.	Foote, Cone & Belding

October Change

Dr. Pepper Co.	Darts for Dough	ABC	Moved from Sun., 5-5:30 p.m. to Thurs., 9:30-10 p.m.	Tracy-Locke

Questioned by Mr. Caldwell, he said that outside the CBS FM plan he had made no studies to determine how CBS might provide greater coverage, and that, with respect to higher power, he thought available information was insufficient to permit him to advocate it. Mr. Caldwell expressed "amazement" that CBS had engaged in "so little" study of the coverage problem, bringing the reply from Mr. Wright that the network had offered its FM plan.

Mr. Caldwell characterized the FM proposal as a "red herring," which aroused prompt protest from Mr. Brauner. The FM plan, he said, was "a sincere plan."

Mr. Haley contended that CBS, by not mapping the extent of its Type F service, was "trying to show a minimum of duplication." Mr. Wright responded that F service is a "very, very poor service" and didn't justify the work needed to produce a map.

'Something to Conceal?'

Referring to Mr. Margraf's previous comment to him, Mr. Haley asked: "Do you have something to conceal?" Mr. Wright responded in the negative and Mr. Margraf interjected that "I would like the record to show I made no such statement with reference to anything CBS put into the record."

The CBS engineer, under further questioning with respect to higher power, said that any change in allocation or assignment should be based on the best information available to evaluate the "improvement or degradation."

To questions from Mr. Spearman regarding 750-kw skywave coverage maps put into the record by CCBS, he said in general such operation would provide a good annual grade of service for a "substantially" smaller percentage of nights than the indicated 90%. The coverage contours shown by CCBS for its 20-station plan, he said, would be smaller if the extent of adjacent channel interference were taken into account.

WEDNESDAY

William S. Duttera, NBC staff allocations engineer, who opened the NBC presentation Wednesday afternoon, limited his testimony largely to issues relating to the overlap of clear-channel service and the duplications of program services, as the CBS witness also had done. Mr. Duttera presented a volume of maps and other data to support his contention that "there is no duplication of service if (a) the stations involved do not carry the same programs; or (b) the type of signal delivered is of such low degree of reliability that it cannot be deemed adequate to provide a service."

Mr. Duttera insisted that coverage maps introduced by ABC and the regional group to show coverage of NBC 1-A and 1-B stations "do not give a true indication of the quality of service provided" because they fail to take into account "certain factors determining transmission and interference."

Maps were presented to illustrate the loss of NBC groundwave service which Mr. Duttera said would result if Class 2, 3, or 4 stations were substituted for Class 1 stations that are involved in more than 10% overlap of groundwave service with other clear-channel stations. Mr. Duttera emphasized that he would oppose such substitutions and that the computations were made only for illustrative purposes.

TV Film on Safety

PRESIDENT TRUMAN will be able to see himself via television Nov. 10, when WMAL-TV Washington broadcasts a two-reel video film opening and closing with views of the President addressing a meeting of the President's Highway Safety Conference.

THURSDAY

Raymond F. Guy, NBC radio facilities engineer, urged that clear channels be kept intact whether higher powers are authorized or not. He said "considerations for the long-term development of sound broadcasting should contemplate no power limit based upon present restrictions," and declared that more clear channels ultimately will be needed.

He called attention to "the increase in groundwave service which an increase in power would bring about" but offered no recommendations "as to whether substantial power increases should or should not be made at this time."

He stressed the importance of keeping in mind "the effect which breakdown of Class 1-A channels would have upon the international use of channels." His remarks aroused a dispute among counsel which led Comr. Hyde to indicate that he would call for legal opinions on this question.

20-Station Plan Views

Of the CCBS 20-station plan, he said "the best that could be done would be to furnish at least four skywave services of a fairly low order of reliability over most of the country." If the plan's contemplated realignment of network affiliations were effectuated, he declared, "the inevitable result for many millions of people would be the sacrifice of good quality NBC groundwave network service for a low quality skywave service."

Turning to the possibilities for clear-channel duplications as suggested more than a year ago by Regional Broadcasters Committee, Mr. Guy contended that, on the basis of engineering data which he submitted, "it becomes apparent at once that a very sizable number of people would be deprived of a good groundwave service."

Subjected to lengthy cross-examination by Mr. Caldwell, he said his statements had the approval of NBC President Niles Trammell, Executive Vice President Frank E. Mullen, and Vice President William S. Hedges.

He professed faith that "we will still have AM broadcasting 50 to 100 years from now," insisted that NARBA standards should be maintained, and favored elimination of power limitations on 1-A channels.

Asked the meaning of his earlier statement that "complex" and "contingent" questions are involved in consideration of power limitations, he asserted, after

(*Continued on page 92*)

Censorship Charge

(Continued from Page 17)

the WADC decision is part of an "overall expansion" into program regulation, the brief cited a series of FCC decisions—the Mayflower case, WHKC Columbus case, the Homer Rainey petition against four Texas stations, and the Scott decision in the atheism case. WADC also called attention to former Chairman Charles R. Denny's statement at the NAB Convention in September that FCC might consider stations' adherence to the NAB code in acting upon renewal applications.

Discussing the meaning of "censorship," the brief declared:

> If it be censorship that an official, upon examination of the text of a speech, prohibits the broadcasting of all or some portions of that speech, it must follow **a fortiori** that the advance condemnation of the entire class of subject matter is equally censorship.

Even if censorship were permissible, WADC contended, the denial of its application was inconsistent and discriminatory in the face of other FCC actions. The brief cited the recent grant to Rural State Network for six FM stations in New York State which, WADC noted, would all "be operated by the same interest, to broadcast fulltime with identical programs as a 100% network operation." The brief also quoted from the Blue Book's assertion that "specialization" by stations is already in effect to "a considerable degree" in New York and that "with the larger number of stations which FM will make possible, such specialization may arise in other cities."

"For years" before the WADC decision, the brief continued, FCC "repeatedly" granted licenses and renewals to stations "specifically authorized to broadcast programs which are not balanced but which in fact are special service stations." WADC referred to the "dozens" of stations licensed to educational, religious, labor and other groups "serving a special purpose."

WADC conceded that its appeal "involves no question of the power of the Commission to consider programs or proposed programs on a comparative basis" when there are competing applications where all other factors are equal. But, the station added, "such a case, on being presented to this Court, would raise an interesting question of interpretation of the Communications Act. . . ."

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MAJOR PAUL W. KLIPSCH, Designer of the Klipschorn.
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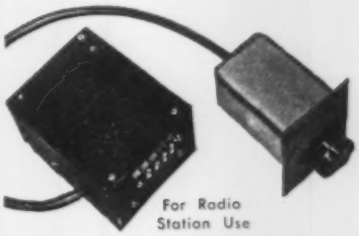

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Clear Channel

(*Continued from page 91*)

pointed questioning, that one was "economic."

He agreed that one of the main reasons for NBC's opposition to the CCBS 20-station plan is that the plan involves reshuffling of network affiliations and would make NBC programs available to fewer people.

The NBC witness, responding to questions by Mr. Spearman, said it would be possible for stations to operate back-to-back without interference, but that it would be "a tragic blunder" if 1-A channels are broken down.

Morris S. Novik, executive secretary of the National Assn. of Educational Broadcasters, former director of WNYC New York, contended that "super-power" to any existing 1-A station "would not only prevent college and university stations from securing nighttime broadcast hours which are so essential to reach the largest audience, but would also have the effect of seriously curtailing the service to the present radio listening audience during the day."

NAEB, he said, proposed that FCC rules be changed to allow daytime stations operated by educational and public service agencies to apply for nighttime operation on 1-A channels. Supporting this position were Michael Hanna of WHCU Ithaca and I. Keith Tyler of WOSU Columbus, Ohio.

FRIDAY

Slated to testify in behalf of NAEB when sessions resumed Friday morning were John W. Dunn, WNAD Norman, Okla.; R. B. Hull, WOI Ames, Iowa; M. L. Jansen, WCAL Northfield, Minn.; Burton Paulu, KUOM Minneapolis; H. H. Leake, KOAG Stillwater, Okla.; Robert Coleman, WKAR East Lansing; Seymour Segal, WNYC.

Victor A. Sholis, director of CCBS and also of WHAS Louisville, in a statement scheduled for presentation Friday, offered rebuttal to opponents of higher power for clear channels, declaring:

> We have the frequencies on hand. We have the technical know-how to operate at higher power. We have management ready to make the investment in facilities that will improve signals to millions of listeners. We have the largest radio audience in the world to serve. And, in the CCBS plan, we have an integrated, practical proposal not only to improve signals, but also to provide, at long last, a choice of program services on a nation-wide basis.

He argued that re-location of clear-channel stations is unfeasible because sparsely populated areas cannot support such stations. He denied that higher power to clear-channel stations would threaten other stations economically, declaring that it has been proven that power alone is not the key to profits, that listeners prefer (and advertisers use) home-town stations even though good signals come in from out-of-town stations, and that other stations would not be "swept off" the networks because of superior power of the clears.

Of the affiliation changes contemplated by the CCBS plan, he asked: "Are we then to urge the Commission to decide in favor of the cash-register interests of a handful of station owners as against the interests and rights of some 50,000,000 people?" But he insisted that networks will gain other affiliates to take the place of those they lose.

In answer to the charge that the CCBS plan would put "too much power in the hands of too few," Mr. Sholis reviewed the course of opposition to power boosts from the time when 5 kw was regarded as "superpower."

Plan for Consolidating 'Listenability,' Audience Measurements Under Study

BMB AND MBS research executives have for several weeks been working on a "plan to consolidate both 'listenability' and audience in BMB's next nationwide study." This was revealed by BMB President Hugh Feltis last Wednesday in an address which stressed the importance of BMB to all broadcasters and urged Mutual to join the other networks as a BMB subscriber whether or not its own "listenability" measurement method is adopted by BMB as an industry standard.

Mr. Feltis

This first expression of BMB's "viewpoint on a subject," as Mr. Feltis phrased it, " that has been widely discussed by everybody except ourselves," was made at the sixth annual luncheon given by The Pulse Inc. at the Biltmore Hotel in New York. Dr. Sydney Roslow, director of The Pulse, radio program audience measurement research organization, presided at the luncheon, which was attended by about 150 research executives of advertisers, agencies, stations and nets.

Mutual and BMB "have even worked out sample station maps combining both measurements and a format for the Area Report which would show both 'listenability' and audience," Mr. Feltis reported. He made it clear, however, that the BMB Technical Committee, which began to study the formula developed by MBS Oct. 9, after the BMB board had approved the study and appropriated funds for that purpose, had raised "many matters that will have to be looked into, many questions that will have to be answered" before any adoption of Mutual's plan by BMB can be considered.

Code

(*Continued from page 17*)

happened at Atlantic City" and "If You Believe in Freedom."

Mr. Breen said Thursday he had received "heartening" support "by telephone, telegraph and letter" from many stations. He found flaws in the proposed code drafted a week ago by a committee representing independents [BROADCASTING, Oct. 27], claiming the committee "is far less representative of the industry than the people who worked on the original code."

The Breen document was paid for out of station funds, he said, "as a sort of Declaration of Independence. We wanted it made a part of the record for we intend that this station shall run in conformance with the pattern therein set out, regardless of what may be done by the directors of NAB."

Mr. Breen entered radio in 1926 at WHO Des Moines, going to Fort Dodge in 1932 to practice law. He was active in politics and served two terms as Democratic Floor Leader in the Iowa Senate. He has been active in KFVD management since the station was formed in 1939. KVFD is an affiliate of MBS and Iowa Tall Corn Network. Mr. Breen is Tall Corn Network president.

The NAB board's review committee consists of Harold E. Fellows, WEEI Boston, District 1 director; John F. Meacher, KYSM Mankato, Minn., District 11 director; Willard Egolf, WBCC-FM Bethesda, Md., Class A FM director. Mr. Fair will assist the committee.

Critical Stage

Mr. Carpenter became widely known in the industry during the '30s when he occupied the media post at Compton Adv.

With broadcasting entering a critical economic stage, the industry should learn how to make radio advertising more effective and persuasive, increasing the dollar efficiency of advertising, instead of adopting a code which may diminish its efficiency, Mr. Carpenter contends. He supports the statement with a review of general economic trends and a comparative analysis of various media.

Commenting on general aspects of the proposed NAB standards, he points out "hastily worded" portions such as the sentences on "false or deceptive" claims, and "unfair attacks on competitors." Here the code "attempts to cover in a sentence a field which the Federal Trade Commission finds it difficult to exhaust with aid of hundreds of lawyers and tons of paper," he notes.

The clause on pending litigation, he argues, actually will "thwart our own argument for freedom of editorial expression." Conceding the section on contests and offers is a "hot issue," he sees no reason to prohibit such broadcasting. He emphasizes, too, that the code may become one of the FCC criteria in determining if a station should be relicensed.

Going into commercial policies, Mr. Carpenter feels the limit on commercial time "won't accomplish anything because those hurt will find legal evasions," citing an example of 15-minute programs with ten brief, hard-hitting commercials inside the three-minute limit.

Claims Fallacy

The limitations are "rooted in fallacy," he claims, "presumably to satisfy demands" of the press, FCC, and the public, though he finds "it hard to believe that the listeners hate us very much."

"Objectionableness is a matter of taste—not of time," says Mr. Carpenter. If good taste is to be largely determined by a clock, advertisers naturally will use commercial devices to gain greater penetration into a listener's consciousness with the time at their command.

Getting down to concrete suggestions, he infers that since the standards can't be killed or emasculated, objectionable clauses can be rephrased to show they are intended to be "guides for the judgment of each broadcaster rather than laws . . . to follow whether his judgment runs with or against."

The clause on "professional advice," he indicates, must be reworded to show the station is the judge of recognized standards. Otherwise foolish interpretation is possible, and if some other person's judgment is to prevail, the code should specifically indicate the person.

NAB should set up machinery by which stations can "take exception" to limiting clauses "if they feel good taste is not violated even though the letter of the code is violated," according to Mr. Carpenter.

Breen's Booklet

"In telling the truth about what happened at Atlantic City," the legend on the envelope containing Mr. Breen's booklet, the opening sentence reads, "If you believe in freedom this was written for you."

Mr. Breen terms the convention "a well planned conspiracy by a selfish, tightly organized minority within the industry to sell radio's freedom down the river." He criticizes the failure to provide members with copies in advance of the meeting and then launches a tirade against the document, emphasizing that the "sacred cow of the two great networks, the soap opera, is not mentioned."

The code is based on two false assumptions, he said, "1. Selling anything by radio is bad. At best it is a necessary evil which must be reduced to a minimum. 2. The American people are fools and must be protected against things they might listen to . . ."

Most complaints, he claims, come

from the magazines and newspapers, "natural enemies" competing for the advertising dollar. He charges the commercial part of the standards was written by 50 kw stations to protect them from FCC action because they are "too commercial" and "had no time left for public service, for local affairs."

"The whole thing smells not of freedom but of ward politics and privileged interests," according to Mr. Breen. "It is designed not to improve radio but to freeze it in the present elder network's patterns. We've had patterns before."

Mr. Breen, having criticized, proceeds to offer three suggestions —write to NAB director, with copy to Judge Miller (send registered and ask for return cards); call meeting of stations in your state and agree on candidate who will represent the stations rather than networks; write to Representative in Congress and two Senators and tell them the industry needs a new radio law. The legislative change would specify that "where the FCC suspends a license or refuses to renew a license its action shall be appealable both as to law and fact to the Federal district court nearest the station and triable de novo to a jury."

A "Broadcaster's Creed" is offered by Mr. Breen. It follows:

As one entrusted, for good or ill, with the limitless power of radio, I will endeavor to see that that power is exercised in the best interests of my community and my country.

To that end it shall be my effort to keep radio free, courageous, and self-supporting.

So far as it lies within my power:

Radio shall be the champion of truth and mercy and justice.

Radio shall recognize and forever uphold the essential dignity of man and the brotherhood of all men of all creeds and all races.

Radio shall add to the world's store of laughter and entertain and amuse with every form of aural art.

Radio shall seek out and report truthfully the news of our neighborhood, our state, our country and our world. Upon that news radio shall comment freely and without compromise. Radio's time and its microphones shall forever remain open and easily accessible to those whose opinions may be at variance with those which radio's management may hold.

Radio shall promote the best native traditions of each area it serves in music, in song, in poetry, in drama, in the story teller's art.

Radio shall serve every community, state and national endeavor directed toward the common good.

Radio shall remain individual and unmonopolized by government or business combine and those who own its facilities shall actively engage in its management and be responsible for its growth and development.

Radio shall serve industry as a friendly and interesting salesman, telling its story honestly and with courtesy and tact.

Radio shall serve art, religion, philosophy and education, that men may know each other better and live with understanding in a world devoted to the quiet arts of peace.

Radio shall never cease in its search for new ideas, new patterns, new forms, new beauty with which endlessly to entertain and to inform.

Mr. Breen concludes with a charge that only a few NAB members voted on the resolutions at Atlantic City and on the By-Laws changes in 1946 which gave the board power to promulgate a code.

Also proposing changes in the standards from the independent viewpoint is WARL Arlington, Va., daytime 1 kw outlet. Frank U. Fletcher, secretary and counsel, advocates a middle commercial on newscasts of 10 minutes or more.

He urges changes in the clause on reducing agents, citing "Protam" as an example, to provide machinery to pass on exceptions to the ban as well as other changes.

Indiana Broadcasters Meeting Suggests NAB Code Revisions

AFTER three hours of discussion by members of the Assn. of Indiana Broadcasters, the proposed NAB Standards of Practice emerged a little bruised and slightly bloody. The meeting was held last week in Indianapolis.

While accepting the code generally, the representatives of 18 stations in the state raised many a "but" after hearing Harold Fair, director of the NAB program department, explain the proposed Standards of Practice which he defined as "simply a guide to good broadcasting."

Time Clause

A majority of the members voted that the code's time bracket, establishing maximum commercial time allowable, should be stricken out.

The code's proposal to limit commercials, including station breaks, in a 15-minute broadcast to three minutes was subjected to the sharpest attack by the Hoosier broadcasters. The suggestion was made that this section be reworded to read, "Excluding station breaks" instead of "including station breaks."

The suggestion also was offered that the section be completely rewritten to permit three one-minute spot announcements, plus the station break, in each 15-minute segment of broadcast time.

Don Burton, WLBC Muncie, presided at the meeting in the absence of Roy Baker, of WTRC Elkhart, association president, who was ill. Meeting was attended by 30 broadcasters, representing 18 stations in 14 Indiana cities and towns.

The association members voted overwhelmingly a recommendation that the NAB directors eliminate the first paragraph of the section concerning contests and offers.

It was decided to hold next meeting of the association in January.

Mississippi Group Backs NAB on AFM

FULL SUPPORT of NAB in any plan it may propose to meet the situation facing radio as a result of the Petrillo recording ban was voted by the Mississippi Broadcasters' Assn. at its semi-annual meeting in Meridian, Miss., Oct. 25 and 26.

Other important topics discussed, according to Gene Tibbett, WLOX Biloxi, association president, were the Mississippi football network, public relations with Mississippi schools, and the NAB code. During the code discussion, led by Wiley Harris of WJDX Jackson, a member of the NAB board, considerable interest was shown in the commercial aspects. Several members expressed the belief that more time should be allowed for commercials and that double spotting should be permitted.

The association adopted a resolution recommending that more specific wording be given to a section of the code dealing with the use of "discretion and caution in granting or selling broadcast facilities to any person or group who, under the guise of religion, would use these facilities to further their malicious ends."

AFRA Members Strike At Silver Spring Station

ALLEGING unfair labor practices and refusal to bargain, four AFRA announcers and a disc jockey struck last week against WOOK Silver Spring, Md., metropolitan Washington outlet on 1590 kc with 1 kw daytime. No interruption to service occurred.

Jesse B. Messitte, counsel for the union, said the employes walked out because Richard Eaton, WOOK president, had fired one of the announcers and reduced compensation of the disc jockey through cut in his air time because the pair had expressed union sympathies. In denying the charges, Mr. Eaton said he was a member of AFRA himself, that because of the shortened winter days the announcer became an extra, and that the disc jockey had taken the initiative in reducing his air time.

Mr. Eaton said he had been approached last Tuesday by Mr. Messitte asking him to recognize the union as bargaining agent for the announcers. Mr. Eaton said he replied that he believed an election was necessary first but then was informed such recognition could be voluntary. The WOOK president stated that he told the union representative he would give his answer on Nov. 3, to which the latter agreed.

The dismissed announcer had been given his two-week notice before the visit of Mr. Messitte, Mr. Eaton said. He added that the union spokesman indicated he sought to make WOOK the wedge for approaching the seven non-AFRA contract outlets in the area and that the contract proposed would be even higher than that for fulltime stations in Washington since announcers lost extra spot pay due to short hours of operation.

KAB Asks Changes In Proposed Code

MODIFICATION of the proposed NAB Standards of Practice was advocated by the Kentucky Assn. of Broadcasters at its Oct. 25 meeting at Paducah, but the code was approved generally.

Gilmore Nunn, WLAP Lexington, NAB District 7 director, was instructed to seek modification of code provisions which abolish the practice of reading more than three commercial announcements during a 15-minute program; eliminate double-spotting between consecutive network programs; limit the amount of commercial copy that may be used on a program sponsored by more than one advertiser; stop the practice of interrupting news broadcasts with commercial announcements.

Changes in the above provisions were asked on the ground that three commercial announcements every 15 minutes would pay little more than operating expenses. Raising rates would not solve the problem, they said. Harry M. McTigue, WINN Louisville, was elected president. Other officers: F. Ernest Lackey, WHOP Hopkinsville, first vice president; J. Porter Smith, WGRC Louisville, second vice president; Hugh O. Potter, WOMI Owensboro, secretary-treasurer.

Mr. McTigue

CBS EIGHTH, NINTH DISTRICTS CONVENE

SALES, MARKETING, scheduling and program standard problems of radio were covered at a two-day session of the 9th District CBS affiliates at Tucson Oct. 27-28, presided over by Clyde Coombs, KARM Fresno.

Participating from New York headquarters were Vice Presidents Frank K. White and Herbert V. Akerberg, J. Kelly Smith, director of station relations; William B. Lodge, director of general engineering; and C. E. Midgley Jr., sales service manager. West Coast network executives included D. W. Thornburgh, vice president; Ernest Martin, director of network programs; and Edwin Buckalew, Western Division stations relations manager. Host was Lee Little, general manager of KTUC Tucson.

* * *

HIGH INTEREST in current problems was given as the reason for 100% representation of CBS affiliates at the network's 8th District meeting at Dallas, Oct. 29-30. Kenyon Brown, president and managing director of KWFT Wichita Falls, and district director for Texas and part of Oklahoma and Louisiana on the CBS Advisory Board, acted as chairman of the session which considered music and other topics.

At Deadline ...

FCC APPROVES TRANSFER OF WKBW TO TABERNACLE

APPROVAL of sale of WKBW Buffalo (1520 kc, 50 kw) by Buffalo Broadcasting Corp. to Churchill Tabernacle's Broadcasting Foundation [BROADCASTING, Aug. 4] announced by FCC Friday, ending long dispute. Consideration is $375,000, release of claims against station, and dismissal of litigation. Foundation also pays $90,000 to Tabernacle and $50,000 to Morey, Schlenkler & Murray, attorneys. Hiram W. Deyo is chief owner (91.6%) of Buffalo Broadcasting.

FCC gave consent to assignment of licenses of Don Lee stations from Don Lee Broadcasting System to its controlling company, Don Lee Holding Co. doing business as Don Lee Broadcasting System, and approved change in stockholdings of Volunteer State Broadcasting Co., grantee for WMAK Nashville. In WMAK case, Frank W. Mayborn raises his interest from 50 to 75% and Edward M. Kirby and Earl C. Arnold reduce theirs to 20 and 5%, respectively.

NAB COMPLETES MEMBERSHIP OF TWO COMMITTEES

MEMBERS of two standing committees announced Friday by NAB. Other committee appointments to be announced soon.

FM Executive Committee—Leonard Asch, WBCA Schenectary, chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Wayne Coy, WINX-FM Washington; Everett Dillard, KOZY Kansas City; Clarence Leich, WMLL Evansville, Ind.; Cecil D. Mastin, WNBF-FM Binghamton; Lester F. Nafzger, WELD Columbus; Edward A. Wheeler, WEAW Evanston, Ill.; Harry C. Wilder, WSYR-FM Syracuse. Board liaison members—Willard Egolf, WBCC-FM Bethesda, Md.; John Shepard 3rd, WGTR Boston.

Small Market Stations Executive Committee—Simon Goldman, WJTN Jamestown, N. Y., chairman; G. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson; Edwin Mullinax, WLAG LaGrange, Ga.; John W. Shultz, WMVA Martinsville, Va.; A.E. Spokes, WJOY Burlington, Vt.; Inglis M. Taylor, WEBQ Harrisburg, Ill. Board liaison members—Robert T. Mason, WMRN Marion, O.; William B. Smullin, KIEM Eureka, Calif.

CLEVELAND TV GRANT

GRANT for Cleveland area's third television station issued by FCC to Empire Coil Co., New Rochelle, N. Y., manufacturer of coils and transformers. To be in Parma, Cleveland suburb, station will use Channel 9 (186-192 mc) with 21 kw visual and 13 kw aural powers, antenna height 725 feet. Herbert Mayer is president and principal owner of Empire Coil, which has television applications pending for Boston and Waterbury, Conn. Other Cleveland video grantees are NBC (WNBK) and Scripps Howard (WEWS), with Allen B. DuMont Labs. as pending applicant.

TARBORO LICENSE RESTORED

RESTORATION of license of WCPS Tarboro, N. C. (760 kc, 1 kw, day) announced Friday by FCC, which had set it aside as result of stay order issued by U. S. Court of Appeals for D.C. in connection with clear-channel fight against FCC's daytime clear-channel licensing policies [BROADCASTING, June 2]. Court vacated stay order in July [BROADCASTING, July 21] but has not issued decision in case, which involves appeal by WJR Detroit, dominant on 760 kc. WCPS switched temporarily to 570 kc when stay order was issued.

4 NEW AM STATIONS ARE GRANTED BY FCC

FCC FRIDAY announced grant of four new AM stations, improvement of facilities for three AM outlets, license renewal for 29 standard stations and temporary license extension for 27 AM stations. FCC authorized one conditional grant for Class B FM station in lieu Class A assignment, granted three requests to vacate CPs for new FM stations and dismissed respective applications, and authorized CPs for two Class B FM outlets.

Temporary authorization of WOKO Albany, N. Y., extended 10 days from Oct. 31.

New standard stations:

Oklahoma City—Sooner Broadcasting Co. permittee KSUW (FM), 800 kc 250 w daytime; Mason City, Ia. —Mohawk Broadcasting Co., 1010 kc 1 kw daytime; Corona, Calif.—American Pacific Radio Broadcasting Co., 1370 kc 500 w unlimited, directional; Gainesville, Ga.—Northeast Georgia Broadcasting Co., 1400 kc 250 w unlimited, when WATL Atlanta moves to 1380 kc.

AM assignment changes:

WDUK Durham, N. C. from 1 kw daytime to 500 w night 1 kw local sunset, directional night, on 1310 kc; WKMH Dearborn, Mich., from 1 kw day on 1540 kc to 1 kw fulltime, directional night, on 1310 kc, with associated request of Wyandotte News Co. for new station 1540 kc 250 w unlimited at Wyandotte, Mich., placed in processing line; KFMB San Diego, Calif. from 1450 kc 250 w unlimited to 550 kc 1 kw unlimited, directional, subject to possible interference from KOY Phoenix, Ariz., if its application is granted.

Following AM stations granted license renewal for period ending Nov. 1, 1950:

WWRL Woodside, N. Y.; KXLF Butte, Mont.; WSAY* Rochester, N. Y.; WQBC* Vicksburg, Miss.; WRBL Columbus, Ga.; KLO Ogden, Utah; KMLB Monroe La.; WIRE Indianapolis; KGCX Sidney, Mont.; WHK Cleveland; KIMA* Yakima, Wash.; WGES* Chicago; WHOM Jersey City; KIDO Boise, Idaho; WEAM* Arlington, Va.; WACO Waco, Tex.; WAKR Akron; KABR Aberdeen, S. D.; KCMO Kansas City; KEEN San Jose, Calif.; KOTA Rapid City, S. D.; KRIG Odessa, Tex.; KTJS Hobart, Okla.; WALA Mobile, Ala.; WAWZ Zarephath, N. J.; WHEC Rochester N. Y.; WMBG Richmond, Va.

WGNH Gadsden, Ala., granted renewal to Aug. 1, 1950. WSM-FM Nashville, Tenn., granted renewal to May 1, 1948.

Licenses of following extended on temporary basis for period ending Jan. 1, 1948:

KATL Houston; KGER Lon Beach, Calif.; KNEW Spokane; KPBX Beaumont, Tex.; KPMO Pomona, Calif.; KFJM Grand Forks, N. D.; KGLU Safford, Ariz.; WBAT Marion, Ind.; WBYN Brooklyn; WCBC Anderson, Ind.; KWK St. Louis; WHBC Canton, Ohio; WPAB Ponce, P. R.; WPRP Ponce, P. R.; KILO Grand Forks, N. D.; KINY Juneau, Alaska; KMED Medford, Ore.; WFEA Manchester, N. H.; KSWO Lawton, Okla.; WALB Albany, Ga.; WKWF Key West, Fla.; WMMW Meriden Conn.; WRDW Augusta, Ga.; WWOD Lynchburg, Va.; WWOK Flint, Mich.

WEGO Concord, N. C., license extended on temporary basis for 60 days. WBNX New York license extended on temporary basis to Nov. 1, 1950, pending decision on application for renewal.

FM conditional grant:

Reidsville, N. C.—Reidsville Broadcasting Co., Class B Channel 271, 102.1 mc, in lieu Class A assignment, with Channel 271 deleted from Martinsville, Va., and added to Reidsville.

Following granted requests to vacate FM CPs for reasons given:

Tri-State Broadcasting Co., Cumberland, Md., because believe not feasible to operate FM without AM station to assist in meeting early expenses; Hinson Memorial Baptist Church, Portland, Ore., since finding purpose best may be fulfilled through Rose City Broadcasters, AM applicant; Messenger Pub. Co., Athens Ohio, because costs of construction and operation since grant have soared and believe station in vicinity would not be economically justified.

Following FM stations were granted CPs (power is effective radiated power, antenna height above average terrain):

KCRC-FM Enid, Okla.—Class B, 102.7 mc, Channel 274, 3.2 kw, 275 ft.; York County Broadcasting Co., Rock Hill, S. C.—Class B, 97.5 mc Channel 248, 2.1 kw, 285 ft.

(*) Commissioner Durr voted for hearing.

Closed Circuit

(*Continued from page 4*)

and Los Angeles area broadcasters would prefer Cleveland or Chicago have 1948 NAB convention. Los Angeles broadcasters point out downtown hotel accommodations are limited.

CBS HOLLYWOOD, faced with stringent audience studio shortage, is studying possibility of lease arrangement with Sunset Radio Center, 6000 Sunset Boulevard. If tests following acoustical improvements to 300-seat studio are acceptable network plans to lease facility.

TOUGH AS IT will be for some FCC diehards to admit, final compilations of 1946 revenues tentatively broken down indicate decline in net earnings of radio as compared with previous year. While increase in broadcast revenues approached 10%, these were offset, and then some, by skyrocketing of expenses some 15%, resulting in net income reduction.

COURT TEST of FCC's denial of license renewal to WORL Boston on hidden-ownership grounds starts this week as WORL files notice of appeal in Court of Appeals for D. C. Simultaneously, station will ask FCC to extend its temporary license (now set to expire Nov. 30) until appeal is heard and decided.

INDICATIVE of importance attached to radio in next year's Presidential campaign is tentative decision of Democratic National Committee to withhold naming of radio director until it designates top advertising agency to handle radio placements. Radio director in last Presidential campaign was J. Leonard Reinsch, radio adviser to President Truman. Bryson Rash, WMAL Washington director of special features, served as committee's radio man during 1946 Congressional elections.

DIXIE FM NETWORK PLANS

DIXIE NETWORK, second FM hookup, to exchange sustaining programs of affiliates, according to Fred Fletcher, WRAL-FM Raleigh network president. Network will cover North Carolina, South Carolina, Virginia and Tennessee. Frank Conkey, WAIR-FM Winston-Salem, is network program committee chairman. Other members are Howard Maschmeier, WRAL-FM Raleigh, and E. Z. Jones, WBBB-FM Burlington. Fourteen North Carolina FM stations hooked up Wednesday for FM Day celebration as part of National Radio Week. North Carolina hookup will operate on special occasions.

FTC ACTS AGAINST PHILCO

PHILCO CORP.'S "Sell 'N Win" campaign was described as involving lottery scheme, deception of public and disparagement of competitive products in complaint issued Friday by FTC against company. National Better Business Bureau earlier branded campaign as "misleading to public, unfair to competitors and violation of Rule Eight of FTC's trade practice rules." Issue involves giving prizes to retail clerks selling Philco sets. Respondent has 20 days to answer.

LAST-MINUTE petition for amendment to show former Undersecretary of State Sumner Welles buying 0.4% interest in Drew Pearson & Robert S. Allen's Public Service Radio Corp. was denied Friday by FCC Comr. Rosel H. Hyde. Hearing on application, requesting WBAL Baltimore's 1090-kc, 50-kw facilities, and on WBAL renewal application gets under way today (Monday) before Comr. Hyde in Baltimore.

MEET A SOUTHERN YANKEE

A Southern gentleman and a Yankee scholar . . . that's *MEL ALLEN*, winner for the second successive year of the Sporting News Award for his "outstanding play-by-play description of the Yankee Baseball Games on WINS."

Now the versatile Mr. Allen turns to other records as he assumes the role of a disc personality on his own 2-5 p.m. daily program.

The *MEL ALLEN SHOW* is important not only because Mel can deliver an audience—witness the 11,000 letters in two weeks he averaged on simple request for all star team nominations—but also because it's the first of the WINS new bloc programming format.

Both listener and advertiser benefit from the *MEL ALLEN SHOW* for it calls for long range planning and listening. Thus WINS continues its efforts to serve metropolitan New York to the fullest of its ability.

WINS
50,000 WATTS
AT
WORK

CROSLEY BROADCASTING CORPORATION

WINS
NEW YORK